TABULATION FOR

SATELLITE VIEWER SURVEY

March, 1985

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43.6 % Response

4778 MAILED

43.

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<12 TO 17M → 1999 → 18.41%
18 TO 29 → 27.66%
30 TO 49 → 35.72%
50+ → 18.16%

NOTES: 12/31/84 universe = 715,488

1984 =
1983 ~~TO 1982~~ = 213,215
1982 ~~PRIOR~~ = 55,808
1981 = 9301
1980 = 9301

TABLE 1
Q.1 HOW LONG HAD SATELLITE EARTH STATION

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LESS THAN 1 YEAR	1240	1240			120	480	243	193	141	57	675	495	291	505	433	230	330	438	193
	59.4	100.0			70.6	66.2	72.1	69.4	30.4	55.9	55.1	67.3	67.8	61.4	53.3	62.5	59.7	61.3	53.2
1-2 YEARS	621		621		42	196	73	65	208	30	390	194	109	246	257	94	165	210	126
	29.8		79.3		24.7	27.0	21.7	23.4	44.8	29.4	31.8	26.4	25.4	29.9	31.6	25.5	29.8	29.4	34.7
2-3 YEARS	162		162		3	32	15	13	91	13	121	27	23	51	87	30	44	51	32
	7.8		20.7		1.8	4.4	4.5	4.7	19.6	12.7	9.9	3.7	5.4	6.2	10.7	8.2	8.0	7.1	8.8
3-4 YEARS	27			27	1	8	1	1	14		19	8	3	11	13	6	5	9	4
	1.3			50.0	.6	1.1	.3	.4	3.0		1.6	1.1	.7	1.3	1.6	1.6	.9	1.3	1.1
4 OR MORE YEARS	27			27	4	4	5	5	9	2	16	9	3	6	18	6	7	3	8
	1.3			50.0	2.4	.6	1.5	1.8	1.9	2.0	1.3	1.2	.7	.7	2.2	1.6	1.3	.4	2.2
NO ANSWER	9					5		1	1		4	3		3	5	2	2	4	
	.4					.7		.4	.2		.3	.4		.4	.6	.5	.4	.6	
MEAN	1.55	1.00	2.21	4.50	1.39	1.42	1.37	1.41	2.01	1.63	1.62	1.42	1.41	1.49	1.67	1.54	1.54	1.49	1.64
STD.DEV.	.80		.41	.50	.77	.68	.72	.76	.89	.85	.83	.73	.69	.74	.89	.84	.78	.72	.86
STD.ERROR	.02		.01	.07	.06	.03	.04	.05	.04	.08	.02	.03	.03	.03	.03	.04	.03	.03	.05

2064
18-34 — 20.79
35-49 — 39.83
50+ — 39.38

2063
No TV — 04.94
1→4 — 59.38
> 5 — 35.68

NE = 08.15 = 58,312
MW = 34.76 = 248,703
SE = 16.16 = 115,623
SW = 13.33 = 95,375
Pac = 22.24 = 159,125 64.64
None = 05.36 = ~~38,386~~ 38,350 (U.S. Suppr.)

Canada/Mex

715,488

TABLE 2

Q.2 REGION

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
NEW ENGLAND (CT,ME,MA,NH,RI,VT)	60	47	11	2	60						43	17	8	29	22	9	17	14	17
	2.9	3.8	1.4	3.7	35.3						3.5	2.3	1.9	3.5	2.7	2.4	3.1	2.0	4.7
MID-ATLANTIC (DE,DC,MD,NJ,NY,PA)	110	73	34	3	110					6	60	43	23	53	32	12	32	43	16
	5.3	5.9	4.3	5.6	64.7					5.9	4.9	5.8	5.4	6.4	3.9	3.3	5.8	6.0	4.4
EAST-CENTRAL (IL,IN,KY,MI,OH,WV)	258	176	77	5		258				6	118	133	61	112	83	37	64	111	40
	12.4	14.2	9.8	9.3		35.6				5.9	9.6	18.1	14.2	13.6	10.2	10.1	11.6	15.5	11.0
WEST-CENTRAL (CO,IA,KS,MN,MO,MT, NE,ND,SD,WI,WY)	467	304	151	7		467				24	294	144	107	174	181	98	142	145	59
	22.4	24.5	19.3	13.0		64.4				23.5	24.0	19.6	24.9	21.2	22.3	26.6	25.7	20.3	16.3
SOUTHEAST (AL,FL,GA,MS,NC,SC,TN,VA)	337	243	88	6			337			8	177	147	85	154	94	49	104	119	52
	16.2	19.6	11.2	11.1			100.0			7.8	14.4	20.0	19.8	18.7	11.6	13.3	18.8	16.6	14.3
SOUTHWEST (AR,LA,NM,OK,TX)	278	193	78	6				278		10	153	111	72	100	104	44	51	115	61
	13.3	15.6	10.0	11.1				100.0		9.8	12.5	15.1	16.8	12.2	12.8	12.0	9.2	16.1	16.8
PACIFIC (AK,CA,HI,ID,NH,OR,UT,WA)	464	141	299	23					464	42	309	108	54	152	254	93	120	145	84
	22.2	11.4	38.2	42.6					100.0	41.2	25.2	14.7	12.6	18.5	31.2	25.3	21.7	20.3	23.1
OTHER	86	52	31	2						6	55	25	15	36	34	18	20	17	27
	4.1	4.2	4.0	3.7						5.9	4.5	3.4	3.5	4.4	4.2	4.9	3.6	2.4	7.4
NO ANSWER	26	11	14								16	8	4	12	9	8	3	6	7
	1.2	.9	1.8								1.3	1.1	.9	1.5	1.1	2.2	.5	.8	1.9

TABLE 3

Q.3 PRIMARY USE OF SYSTEM

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ENTERTAINMENT	1693	1042	610	35	151	580	275	220	378	80	1008	588	346	685	650	289	454	599	285
	81.2	84.0	77.9	64.8	88.8	80.0	81.6	79.1	81.5	78.4	82.3	79.9	80.7	83.3	80.0	78.5	82.1	83.8	78.5
BUSINESS (INFORMATION)	28	12	14	2	1	14	4	4	4	1	16	11	5	14	7	6	8	9	2
	1.3	1.0	1.8	3.7	.6	1.9	1.2	1.4	.9	1.0	1.3	1.5	1.2	1.7	.9	1.6	1.4	1.3	.6
BOTH	337	175	144	17	18	124	55	51	71	19	185	131	78	117	135	69	86	97	73
	16.2	14.1	18.4	31.5	10.6	17.1	16.3	18.3	15.3	18.6	15.1	17.8	18.2	14.2	16.6	18.7	15.6	13.6	20.1
NO ANSWER	28	11	15			7	3	3	11	2	16	6		6	21	4	5	10	3
	1.3	.9	1.9			1.0	.9	1.1	2.4	2.0	1.3	.8		.7	2.6	1.1	.9	1.4	.8

1) OLDER TERMINALS MORE FOR BUSINESS, OR
2) LONGER YOUR HOME TERMINAL, MORE YOU USE FOR BUSINESS

TABLE 4

Q.4 FACTOR THAT CONVINCED YOU TO BUY TVRO SYSTEM

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SEEING A SYSTEM IN OPERATION AT A DEALER	517	336	170	10	47	184	98	77	88	25	271	218	114	224	172	93	136	185	86
	24.8	27.1	21.7	18.5	27.6	25.4	29.1	27.7	19.0	24.5	22.1	29.6	26.6	27.3	21.2	25.3	24.6	25.9	23.7
HEARING ABOUT/SEEING A FRIENDS/RELATIVES SYSTEM	721	462	247	11	55	257	116	103	159	27	467	223	172	246	299	146	202	243	104
	34.6	37.3	31.5	20.4	32.4	35.4	34.4	37.1	34.3	26.5	38.1	30.3	40.1	29.9	36.8	39.7	36.5	34.0	28.7
READING ABOUT TVROS IN A MAGAZINE	203	92	101	9	19	65	33	25	48	4	109	87	36	88	75	23	36	74	59
	9.7	7.4	12.9	16.7	11.2	9.0	9.8	9.0	10.3	3.9	8.9	11.8	8.4	10.7	9.2	6.2	6.5	10.3	16.3
ATTENDING A SHOW/FAIR	94	42	45	7	8	33	10	8	27	3	59	30	17	43	33	7	39	27	20
	4.5	3.4	5.7	13.0	4.7	4.6	3.0	2.9	5.8	2.9	4.8	4.1	4.0	5.2	4.1	1.9	7.1	3.8	5.5
NO CABLE/CABLE TOO EXPENSIVE	458	248	191	15	33	148	64	56	126	41	266	142	78	187	189	74	115	162	83
	22.0	20.0	24.4	27.8	19.4	20.4	19.0	20.1	27.2	40.2	21.7	19.3	18.2	22.7	23.2	20.1	20.8	22.7	22.9
OTHER	2	2				1	1					2		2				1	1
	.1	.2				.1	.3					.3		.2				.1	.3
NO ANSWER	91	58	29	2	8	37	15	9	16	2	53	34	12	32	45	25	25	23	10
	4.4	4.7	3.7	3.7	4.7	5.1	4.5	3.2	3.4	2.0	4.3	4.6	2.8	3.9	5.5	6.8	4.5	3.2	2.8

TABLE 5

Q.5 NUMBER OF BROADCAST TELEVISION STATIONS RECEIVE

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M	$18M $17M	$30M $29M	$50M $49M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
NONE	102	57	43	2	6	30	8	10	42	102			17	31	53	34	23	26	16
	4.9	4.6	5.5	3.7	3.5	4.1	2.4	3.6	9.1	100.0			4.0	3.8	6.5	9.2	4.2	3.6	4.4
1-2	459	222	224	13	37	153	41	28	161		459		106	155	192	111	135	136	62
	22.0	17.9	28.6	24.1	21.8	21.1	12.2	10.1	34.7		37.5		24.7	18.9	23.6	30.2	24.4	19.0	17.1
3-4	766	453	287	22	66	259	136	125	148		766		160	296	301	117	195	282	131
	36.7	36.5	36.7	40.7	38.8	35.7	40.4	45.0	31.9		62.5		37.3	36.0	37.0	31.8	35.3	39.4	36.1
5-6	315	203	104	6	23	127	59	52	42			315	52	149	112	43	84	118	58
	15.1	16.4	13.3	11.1	13.5	17.5	17.5	18.7	9.1			42.8	12.1	18.1	13.8	11.7	15.2	16.5	16.0
OVER 6	421	292	117	11	37	150	88	59	66			421	92	179	148	58	113	143	92
	20.2	23.5	14.9	20.4	21.8	20.7	26.1	21.2	14.2			57.2	21.4	21.8	18.2	15.8	20.4	20.0	25.3
NO ANSWER	23	13	8		1	6	5	4	5				2	12	7	5	3	10	4
	1.1	1.0	1.0		.6	.8	1.5	1.4	1.1				.5	1.5	.9	1.4	.5	1.4	1.1
MEAN	3.24	3.37	3.04	3.20	3.28	3.30	3.54	3.45	2.85	1.00	2.63	4.57	3.22	3.36	3.14	2.94	3.23	3.31	3.41
STD.DEV.	1.15	1.16	1.12	1.13	1.14	1.14	1.08	1.05	1.17		.48	.49	1.16	1.13	1.16	1.20	1.15	1.11	1.17
STD.ERROR	.03	.03	.04	.15	.09	.04	.06	.06	.05		.01	.02	.06	.04	.04	.06	.05	.04	.06

5 up = 35.6 %

TABLE 6

Q.6 CURRENTLY HAVE ACCESS TO CABLE TV SYSTEM

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES	552	352	181	16	24	197	96	104	92	13	169	362	121	236	187	75	141	203	117
	26.5	28.4	23.1	29.6	14.1	27.2	28.5	37.4	19.8	12.7	13.8	49.2	28.2	28.7	23.0	20.4	25.5	28.4	32.2
NO	1504	870	592	37	145	517	237	172	365	87	1037	368	306	584	602	285	406	504	241
	72.1	70.2	75.6	68.5	85.3	71.3	70.3	61.9	78.7	85.3	84.7	50.0	71.3	71.0	74.0	77.4	73.4	70.5	66.4
NO ANSWER	30	18	10	1	1	11	4	2	7	2	19	6	2	2	24	8	6	8	5
	1.4	1.5	1.3	1.9	.6	1.5	1.2	.7	1.5	2.0	1.6	.8	.5	.2	3.0	2.2	1.1	1.1	1.4

TABLE 7

Q.7 SUBSCRIBER TO SYSTEM

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	552	352	181	16	24	197	96	104	92	13	169	362	121	236	187	75	141	203	117
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,CURRENT SUBSCRIBER	127	73	46	7	8	43	24	20	21	3	25	99	25	49	52	20	28	43	34
	23.0	20.7	25.4	43.7	33.3	21.8	25.0	19.2	22.8	23.1	14.8	27.3	20.7	20.8	27.8	26.7	19.9	21.2	29.1
NO,FORMER SUBSCRIBER	269	192	72	4	10	98	49	54	40	6	70	187	68	124	74	29	67	115	51
	48.7	54.5	39.8	25.0	41.7	49.7	51.0	51.9	43.5	46.2	41.4	51.7	56.2	52.5	39.6	38.7	47.5	56.7	43.6
NO,NEVER SUBSCRIBER	137	76	56	4	6	49	21	26	27	3	69	65	24	55	54	21	40	41	28
	24.8	21.6	30.9	25.0	25.0	24.9	21.9	25.0	29.3	23.1	40.8	18.0	19.8	23.3	28.9	28.0	28.4	20.2	23.9
NO ANSWER	19	11	7	1		7	2	4	4	1	5	11	4	8	7	5	6	4	4
	3.4	3.1	3.9	6.2		3.6	2.1	3.8	4.3	7.7	3.0	3.0	3.3	3.4	3.7	6.7	4.3	2.0	3.4

TABLE 8

Q.8 PLEASED WITH CABLE SERVICE RECEIVE(D)

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	396	265	118	11	18	141	73	74	61	9	95	286	93	173	126	49	95	158	85
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES	106	66	36	4	5	33	24	19	16	3	24	79	23	47	36	14	17	46	28
	26.8	24.9	30.5	36.4	27.8	23.4	32.9	25.7	26.2	33.3	25.3	27.6	24.7	27.2	28.6	28.6	17.9	29.1	32.9
NO	276	187	80	7	11	104	48	54	43	5	69	196	70	119	83	31	73	109	56
	69.7	70.6	67.8	63.6	61.1	73.8	65.8	73.0	70.5	55.6	72.6	68.5	75.3	68.8	65.9	63.3	76.8	69.0	65.9
NO ANSWER	14	12	2		2	4	1	1	2	1	2	11		7	7	4	5	3	1
	3.5	4.5	1.7		11.1	2.8	1.4	1.4	3.3	11.1	2.1	3.8		4.0	5.6	8.2	5.3	1.9	1.2

TABLE 9

Q.9 TOTAL NUMBER OF HOURS PER WEEK SATELLITE EQUIPMENT USED BY ALL MEMBERS OF HOUSEHOLD

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LESS THAN 30 HOURS	407	223	170	14	27	133	79	51	98	22	219	161	84	147	171	68	83	129	106
	19.5	18.0	21.7	25.9	15.9	18.3	23.4	18.3	21.1	21.6	17.9	21.9	19.6	17.9	21.0	18.5	15.0	18.0	29.2
30-39 HOURS	541	314	213	12	46	180	76	77	133	30	333	172	112	197	227	83	140	197	97
	25.9	25.3	27.2	22.2	27.1	24.8	22.6	27.7	28.7	29.4	27.2	23.4	26.1	24.0	27.9	22.6	25.3	27.6	26.7
40-49 HOURS	484	287	180	13	44	171	67	77	107	15	296	169	87	198	193	82	150	167	67
	23.2	23.1	23.0	24.1	25.9	23.6	19.9	27.7	23.1	14.7	24.2	23.0	20.3	24.1	23.7	22.3	27.1	23.4	18.5
50-59 HOURS	258	163	88	7	19	93	39	30	59	18	155	82	54	107	95	52	66	92	38
	12.4	13.1	11.2	13.0	11.2	12.8	11.6	10.8	12.7	17.6	12.7	11.1	12.6	13.0	11.7	14.1	11.9	12.9	10.5
MORE THAN 59 HOURS	383	246	128	7	34	142	74	43	65	16	218	146	91	169	120	81	108	127	54
	18.4	19.8	16.3	13.0	20.0	19.6	22.0	15.5	14.0	15.7	17.8	19.8	21.2	20.6	14.8	22.0	19.5	17.8	14.9
NO ANSWER	13	7	4	1		6	2		2	1	4	6	1	4	7	2	6	3	1
	.6	.6	.5	1.9		.8	.6		.4	1.0	.3	.8	.2	.5	.9	.5	1.1	.4	.3
MEAN	2.84	2.91	2.73	2.64	2.92	2.90	2.86	2.77	2.70	2.76	2.85	2.84	2.90	2.94	2.71	2.99	2.96	2.85	2.55
STD.DEV.	1.37	1.38	1.36	1.35	1.35	1.38	1.47	1.30	1.32	1.39	1.35	1.42	1.42	1.38	1.33	1.41	1.33	1.35	1.39
STD.ERROR	.03	.04	.05	.19	.10	.05	.08	.08	.06	.14	.04	.05	.07	.05	.05	.07	.06	.05	.07

TABLE 10

Q.10 SATISFACTION WITH SATELLITE RECEIVING EQUIPMENT

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY SATISFIED	1305	779	483	39	118	453	210	153	304	69	784	439	255	532	503	220	357	460	220
	62.6	62.8	61.7	72.2	69.4	62.5	62.3	55.0	65.5	67.6	64.0	59.6	59.4	64.7	61.9	59.8	64.6	64.3	60.6
SOMEWHAT SATISFIED	554	326	212	12	39	187	89	89	119	23	317	213	136	198	216	112	130	188	99
	26.6	26.3	27.1	22.2	22.9	25.8	26.4	32.0	25.6	22.5	25.9	28.9	31.7	24.1	26.6	30.4	23.5	26.3	27.3
SO-SO	99	58	40	1	5	38	19	12	18	7	56	32	20	43	36	14	26	36	18
	4.7	4.7	5.1	1.9	2.9	5.2	5.6	4.3	3.9	6.9	4.6	4.3	4.7	5.2	4.4	3.8	4.7	5.0	5.0
SOMEWHAT DISSATISFIED	80	51	28	1	2	28	13	18	15	1	49	27	12	34	32	15	23	21	18
	3.8	4.1	3.6	1.9	1.2	3.9	3.9	6.5	3.2	1.0	4.0	3.7	2.8	4.1	3.9	4.1	4.2	2.9	5.0
VERY DISSATISFIED	33	17	15	1	4	14	4	5	5	1	14	17	6	11	16	4	10	7	7
	1.6	1.4	1.9	1.9	2.4	1.9	1.2	1.8	1.1	1.0	1.1	2.3	1.4	1.3	2.0	1.1	1.8	1.0	1.9
NO ANSWER	15	9	5		2	5	2	1	3	1	5	8		4	10	3	7	3	1
	.7	.7	.6		1.2	.7	.6	.4	.6	1.0	.4	1.1		.5	1.2	.8	1.3	.4	.3
MEAN	4.46	4.46	4.44	4.61	4.58	4.44	4.46	4.32	4.52	4.56	4.48	4.41	4.45	4.47	4.44	4.45	4.47	4.51	4.40
STD.DEV.	.88	.87	.89	.78	.81	.90	.86	.96	.81	.75	.85	.91	.82	.87	.90	.84	.90	.80	.93
STD.ERROR	.02	.02	.03	.11	.06	.03	.05	.06	.04	.07	.02	.03	.04	.03	.03	.04	.04	.03	.05

TABLE 11

Q.11 SATELLITES TUNE-IN ON A REGULAR BASIS
(3 TIMES OR MORE A WEEK)

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		------AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SATCOM F4	1145	733	379	26	110	419	203	155	195	46	636	450	229	458	449	178	306	398	218
(SATCOM 4,SAT4,F4)	54.9	59.1	48.4	48.1	64.7	57.8	60.2	55.8	42.0	45.1	51.9	61.1	53.4	55.7	55.2	48.4	55.3	55.7	60.1
TELSTAR 302/COMSTAR D3	275	155	106	12	36	84	48	33	61	17	165	88	50	95	128	43	82	98	41
(TELSTAR 2)	13.2	12.5	13.5	22.2	21.2	11.6	14.2	11.9	13.1	16.7	13.5	12.0	11.7	11.6	15.7	11.7	14.8	13.7	11.3
WESTAR 3 (W3)	130	72	55	2	8	45	25	13	33	13	70	45	18	37	73	29	25	52	17
	6.2	5.8	7.0	3.7	4.7	6.2	7.4	4.7	7.1	12.7	5.7	6.1	4.2	4.5	9.0	7.9	4.5	7.3	4.7
TELESTAR 301 (COMSTAR D 1/2)	456	280	162	13	48	158	73	64	86	29	265	157	102	162	188	65	134	158	79
	21.9	22.6	20.7	24.1	28.2	21.8	21.7	23.0	18.5	28.4	21.6	21.3	23.8	19.7	23.1	17.7	24.2	22.1	21.8
WESTAR 4 (W4)	375	206	159	9	31	131	53	51	88	25	224	122	55	123	195	62	102	120	77
	18.0	16.6	20.3	16.7	18.2	18.1	15.7	18.3	19.0	24.5	18.3	16.6	12.8	15.0	24.0	16.8	18.4	16.8	21.2
ANIK D1 (A-D)	185	114	67	3	20	74	24	12	34	13	109	60	35	65	85	33	50	65	31
	8.9	9.2	8.6	5.6	11.8	10.2	7.1	4.3	7.3	12.7	8.9	8.2	8.2	7.9	10.5	9.0	9.0	9.1	8.5
ANIK B (-B)	33	18	15		1	14	7	3	7	2	18	13	7	10	16	3	10	13	5
	1.6	1.5	1.9	.	.6	1.9	2.1	1.1	1.5	2.0	1.5	1.8	1.6	1.2	2.0	.8	1.8	1.8	1.4
SPACENET 1	83	47	33	3	8	25	10	11	21	8	43	32	17	24	40	17	18	23	16
	4.0	3.8	4.2	5.6	4.7	3.4	3.0	4.0	4.5	7.8	3.5	4.3	4.0	2.9	4.9	4.6	3.3	3.2	4.4
WESTAR 5 (W5)	559	320	224	13	35	183	108	75	123	33	305	213	98	200	257	90	146	206	96
	26.8	25.8	28.6	24.1	20.6	25.2	32.0	27.0	26.5	32.4	24.9	28.9	22.8	24.3	31.6	24.5	26.4	28.8	26.4
COMSTAR D4 (D4)	632	411	208	10	62	233	109	79	110	30	374	222	145	254	230	106	185	220	95
	30.3	33.1	26.6	18.5	36.5	32.1	32.3	28.4	23.7	29.4	30.5	30.2	33.8	30.9	28.3	28.8	33.5	30.8	26.2
SATCOM F3R	1748	1030	669	42	134	607	265	229	417	88	1044	601	365	691	677	301	461	611	303
(F3,SATCOM 3,F3R)	83.8	83.1	85.4	77.8	78.8	83.7	78.6	82.4	89.9	86.3	85.2	81.7	85.1	84.1	83.3	81.8	83.4	85.5	83.5
GALAXY 1 (G1)	1837	1125	668	38	155	635	309	255	387	85	1074	660	396	738	687	311	495	644	310
	88.1	90.7	85.3	70.4	91.2	87.6	91.7	91.7	83.4	83.3	87.7	89.7	92.3	89.8	84.5	84.5	89.5	90.1	85.4
SATCOM F1R	503	290	194	17	44	170	55	75	132	42	297	159	101	180	220	85	140	178	81
(F1,FIR,SATCOM 1)	24.1	23.4	24.8	31.5	25.9	23.4	16.3	27.0	28.4	41.2	24.2	21.6	23.5	21.9	27.1	23.1	25.3	24.9	22.3

TABLE 11 (CONTINUED)

Q.11 SATELLITES TUNE-IN ON A REGULAR BASIS
(3 TIMES OR MORE A WEEK)

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
OTHER	65	30	32	3	3	20	6	8	26	6	36	21	3	23	37	8	16	25	12
	3.1	2.4	4.1	5.6	1.8	2.8	1.8	2.9	5.6	5.9	2.9	2.9	.7	2.8	4.6	2.2	2.9	3.5	3.3
NO ANSWER	14	8	4	1		5	3	1	1		8	5		3	10	5	4		3
	.7	.6	.5	1.9		.7	.9	.4	.2		.7	.7		.4	1.2	1.4	.7		.8

TABLE 12

Q.12 CATEGORY OF PROGRAMMING VIEWED MOST FREQUENTLY
BY HOUSEHOLD THROUGH SATELLITE RECEIVING EQUIPMENT

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M	$12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SPORTS	307	170	127	7	25	101	48	35	78	15	157	132	37	97	171	51	77	103	65
	14.7	13.7	16.2	13.0	14.7	13.9	14.2	12.6	16.8	14.7	12.8	17.9	8.6	11.8	21.0	13.9	13.9	14.4	17.9
NEWS	137	81	50	6	7	45	17	21	40	21	80	34	11	21	102	35	22	43	26
	6.6	6.5	6.4	11.1	4.1	6.2	5.0	7.6	8.6	20.6	6.5	4.6	2.6	2.6	12.5	9.5	4.0	6.0	7.2
MOVIES	1380	856	490	31	118	470	242	188	290	53	821	494	305	620	445	227	376	489	239
	66.2	69.0	62.6	57.4	69.4	64.8	71.8	67.6	62.5	52.0	67.0	67.1	71.1	75.4	54.7	61.7	68.0	68.4	65.8
SITUATION COMEDY	19	10	8	1	3	7	3	2	3	1	11	6	8	2	9	3	9	6	1
	.9	.8	1.0	1.9	1.8	1.0	.9	.7	.6	1.0	.9	.8	1.9	.2	1.1	.8	1.6	.8	.3
RELIGIOUS	50	19	28	3	3	20	4	8	13	2	29	18	6	20	22	14	13	14	5
	2.4	1.5	3.6	5.6	1.8	2.8	1.2	2.9	2.8	2.0	2.4	2.4	1.4	2.4	2.7	3.8	2.4	2.0	1.4
SOAPS	14	7	5	2	1	7		1	5	1	11	2	2	2	10	5	4	3	2
	.7	.6	.6	3.7	.6	1.0		.4	1.1	1.0	.9	.3	.5	.2	1.2	1.4	.7	.4	.6
ACTION	11	7	4		2	3	2	2	2		4	5	2	4	5	2	5	3	1
	.5	.6	.5		1.2	.4	.6	.7	.4		.3	.7	.5	.5	.6	.5	.9	.4	.3
EDUCATIONAL	30	15	13	2	4	14	3	3	5	2	19	9	6	6	16	7	6	7	8
	1.4	1.2	1.7	3.7	2.4	1.9	.9	1.1	1.1	2.0	1.6	1.2	1.4	.7	2.0	1.9	1.1	1.0	2.2
WEATHER	9	4	3	2		1	2		3	1	6	2		4	5	2		2	4
	.4	.3	.4	3.7		.1	.6		.6	1.0	.5	.3		.5	.6	.5		.3	1.1
CHILDREN'S PROGRAMMING	70	42	28		4	35	8	11	11	3	49	18	41	26	3	14	21	25	7
	3.4	3.4	3.6		2.4	4.8	2.4	4.0	2.4	2.9	4.0	2.4	9.6	3.2	.4	3.8	3.8	3.5	1.9
OTHER	54	25	27		3	19	7	7	14	3	35	15	11	17	25	8	19	18	5
	2.6	2.0	3.4		1.8	2.6	2.1	2.5	3.0	2.9	2.9	2.0	2.6	2.1	3.1	2.2	3.4	2.5	1.4
NO ANSWER	5	4				3	1				3	1		3			1	2	
	.2	.3				.4	.3				.2	.1		.4			.2	.3	

TABLE 13

Q.13 CATEGORIES OF PROGRAMMING VIEWED NEXT MOST FREQUENTLY

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M	$12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SPORTS	784	465	301	17	70	273	115	110	172	31	462	283	144	349	288	105	211	297	140
	37.6	37.5	38.4	31.5	41.2	37.7	34.1	39.6	37.1	30.4	37.7	38.5	33.6	42.5	35.4	28.5	38.2	41.5	38.6
NEWS	615	320	271	19	47	198	90	73	173	35	367	208	71	208	329	110	171	186	122
	29.5	25.8	34.6	35.2	27.6	27.3	26.7	26.3	37.3	34.3	30.0	28.3	16.6	25.3	40.5	29.9	30.9	26.0	33.6
MOVIES	453	249	190	12	35	149	71	57	115	33	251	163	92	141	216	88	110	151	83
	21.7	20.1	24.3	22.2	20.6	20.6	21.1	20.5	24.8	32.4	20.5	22.1	21.4	17.2	26.6	23.9	19.9	21.1	22.9
SITUATION COMEDY	294	194	98	2	33	104	48	27	63	13	183	97	89	117	87	53	94	106	31
	14.1	15.6	12.5	3.7	19.4	14.3	14.2	9.7	13.6	12.7	14.9	13.2	20.7	14.2	10.7	14.4	17.0	14.8	8.5
RELIGIOUS	71	42	28		2	27	16	11	13	5	37	27	11	25	34	21	12	25	9
	3.4	3.4	3.6		1.2	3.7	4.7	4.0	2.8	4.9	3.0	3.7	2.6	3.0	4.2	5.7	2.2	3.5	2.5
SOAPS	141	96	41	3	10	49	25	16	27	10	76	54	36	64	39	26	42	52	18
	6.8	7.7	5.2	5.6	5.9	6.8	7.4	5.8	5.8	9.8	6.2	7.3	8.4	7.8	4.8	7.1	7.6	7.3	5.0
ACTION	115	80	33	2	11	41	19	23	17	4	69	40	24	55	34	22	30	39	19
	5.5	6.5	4.2	3.7	6.5	5.7	5.6	8.3	3.7	3.9	5.6	5.4	5.6	6.7	4.2	6.0	5.4	5.5	5.2
EDUCATIONAL	231	143	80	6	20	82	29	25	63	10	142	76	36	85	109	41	47	87	47
	11.1	11.5	10.2	11.1	11.8	11.3	8.6	9.0	13.6	9.8	11.6	10.3	8.4	10.3	13.4	11.1	8.5	12.2	12.9
WEATHER	256	134	106	14	11	103	36	41	55	13	153	90	38	82	131	58	75	69	44
	12.3	10.8	13.5	25.9	6.5	14.2	10.7	14.7	11.9	12.7	12.5	12.2	8.9	10.0	16.1	15.8	13.6	9.7	12.1
CHILDREN'S PROGRAMMING	351	233	113	4	32	126	67	58	52	14	217	118	141	164	44	57	97	134	50
	16.8	18.8	14.4	7.4	18.8	17.4	19.9	20.9	11.2	13.7	17.7	16.0	32.9	20.0	5.4	15.5	17.5	18.7	13.8
OTHER	150	96	52	2	18	52	26	12	28	7	91	52	27	67	52	25	41	49	29
	7.2	7.7	6.6	3.7	10.6	7.2	7.7	4.3	6.0	6.9	7.4	7.1	6.3	8.2	6.4	6.8	7.4	6.9	8.0
NO ANSWER	31	16	11	3		14	3	3	9	2	16	12	4	11	13	9	8	3	6
	1.5	1.3	1.4	5.6		1.9	.9	1.1	1.9	2.0	1.3	1.6	.9	1.3	1.6	2.4	1.4	.4	1.7

TABLE 14

Q.14 IMPORTANT SOURCE OF SATELLITE PROGRAM INFORMATION

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ORBIT MAGAZINE	553	343	195	13	48	252	92	86	46	22	328	198	125	232	192	81	136	195	118
	26.5	27.7	24.9	24.1	28.2	34.8	27.3	30.9	9.9	21.6	26.8	26.9	29.1	28.2	23.6	22.0	24.6	27.3	32.5
SATELLITE-TV WEEK MAGAZINE	1039	576	432	29	79	294	151	115	355	52	631	344	182	407	443	199	276	356	165
	49.8	46.5	55.2	53.7	46.5	40.6	44.8	41.4	76.5	51.0	51.5	46.7	42.4	49.5	54.5	54.1	49.9	49.8	45.5
LOCAL NEWSPAPER TV LISTING	49	28	21		4	13	15	9	6		30	19	11	14	24	16	14	11	7
	2.3	2.3	2.7		2.4	1.8	4.5	3.2	1.3		2.4	2.6	2.6	1.7	3.0	4.3	2.5	1.5	1.9
TV GUIDE	36	22	12	2	2	15	7	9	2	5	19	12	9	16	10	13	8	10	4
	1.7	1.8	1.5	3.7	1.2	2.1	2.1	3.2	.4	4.9	1.6	1.6	2.1	1.9	1.2	3.5	1.4	1.4	1.1
CHANNEL GUIDE MAGAZINE	90	51	35	4	10	32	14	19	14	5	50	34	22	30	38	12	22	30	20
	4.3	4.1	4.5	7.4	5.9	4.4	4.2	6.8	3.0	4.9	4.1	4.6	5.1	3.6	4.7	3.3	4.0	4.2	5.5
DISH MAGAZINE	79	59	18	2	7	36	17	7	4	4	39	35	19	35	25	11	21	35	10
	3.8	4.8	2.3	3.7	4.1	5.0	5.0	2.5	.9	3.9	3.2	4.8	4.4	4.3	3.1	3.0	3.8	4.9	2.8
NONE OF THE ABOVE	224	153	63	4	19	78	37	30	36	14	115	92	58	84	75	34	70	76	37
	10.7	12.3	8.0	7.4	11.2	10.8	11.0	10.8	7.8	13.7	9.4	12.5	13.5	10.2	9.2	9.2	12.7	10.6	10.2
NO ANSWER	16	8	7		1	5	4	3	1		13	2	3	4	6	2	6	2	2
	.8	.6	.9		.6	.7	1.2	1.1	.2		1.1	.3	.7	.5	.7	.5	1.1	.3	.6

TABLE 15

Q.15 OPINION OF STATEMENT: THERE IS A NEED FOR BETTER PROGRAM INFORMATION AND SCHEDULES FOR THE TVRO USER

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY AGREE	826	480	323	18	78	278	126	117	179	49	463	306	154	327	336	135	219	284	152
	39.6	38.7	41.3	33.3	45.9	38.3	37.4	42.1	38.6	48.0	37.8	41.6	35.9	39.8	41.3	36.7	39.6	39.7	41.9
SOMEWHAT AGREE	655	400	235	18	48	229	105	90	148	29	390	231	140	252	258	105	172	244	111
	31.4	32.3	30.0	33.3	28.2	31.6	31.2	32.4	31.9	28.4	31.8	31.4	32.6	30.7	31.7	28.5	31.1	34.1	30.6
NEITHER AGREE OR DISAGREE	430	252	165	12	28	153	79	54	96	16	267	141	96	179	150	95	121	129	69
	20.6	20.3	21.1	22.2	16.5	21.1	23.4	19.4	20.7	15.7	21.8	19.2	22.4	21.8	18.5	25.8	21.9	18.0	19.0
SOMEWHAT DISAGREE	112	75	33	4	13	42	21	11	22	3	69	39	30	42	40	23	26	41	18
	5.4	6.0	4.2	7.4	7.6	5.8	6.2	4.0	4.7	2.9	5.6	5.3	7.0	5.1	4.9	6.2	4.7	5.7	5.0
STRONGLY DISAGREE	39	20	18	1	2	13	5	3	14	5	24	9	6	17	15	4	11	11	9
	1.9	1.6	2.3	1.9	1.2	1.8	1.5	1.1	3.0	4.9	2.0	1.2	1.4	2.1	1.8	1.1	2.0	1.5	2.5
NO ANSWER	24	13	9	1	1	10	1	3	5		12	10	3	5	14	6	4	6	4
	1.2	1.0	1.1	1.9	.6	1.4	.3	1.1	1.1		1.0	1.4	.7	.6	1.7	1.6	.7	.8	1.1
MEAN	4.03	4.01	4.05	3.91	4.11	4.00	3.97	4.12	3.99	4.12	3.99	4.08	3.95	4.02	4.08	3.95	4.02	4.06	4.06
STD.DEV.	1.00	.99	1.00	1.01	1.01	1.00	1.00	.93	1.03	1.09	1.00	.97	1.00	1.01	.99	.99	.99	.97	1.02
STD.ERROR	.02	.03	.04	.14	.08	.04	.05	.06	.05	.11	.03	.04	.05	.04	.03	.05	.04	.04	.05

TABLE 16

Q.16 TYPES OF INFORMATION WOULD USE ON REGULAR BASIS

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
GUIDE FOR ALL PROGRAMS ON SATELLITES	1760	1067	643	44	145	602	280	251	385	85	1027	630	362	704	676	285	467	621	317
	84.4	86.0	82.1	81.5	85.3	83.0	83.1	90.3	83.0	83.3	83.8	85.6	84.4	85.6	83.1	77.4	84.4	86.9	87.3
LIST OF MOVIES ON SATELLITE SERVICES	1389	841	510	35	120	462	246	174	311	62	812	504	296	565	518	239	376	475	248
	66.6	67.8	65.1	64.8	70.6	63.7	73.0	62.6	67.0	60.8	66.3	68.5	69.0	68.7	63.7	64.9	68.0	66.4	68.3
STOCK QUOTATIONS FROM NY AMER/NASDAQ STOCK EXCHANGES	127	61	58	8	13	46	14	20	27	6	74	47	15	41	69	15	21	41	42
	6.1	4.9	7.4	14.8	7.6	6.3	4.2	7.2	5.8	5.9	6.0	6.4	3.5	5.0	8.5	4.1	3.8	5.7	11.6
DAILY AGRICULTURE PRICES FOR YOUR STATE	135	74	59	2	4	80	11	13	21	10	87	34	43	48	42	38	30	34	24
	6.5	6.0	7.5	3.7	2.4	11.0	3.3	4.7	4.5	9.8	7.1	4.6	10.0	5.8	5.2	10.3	5.4	4.8	6.6
LOCAL GENERAL WEATHER FORECAST	905	544	331	26	72	309	166	135	197	45	550	301	171	342	386	152	244	318	152
	43.4	43.9	42.3	48.1	42.4	42.6	49.3	48.6	42.5	44.1	44.9	40.9	39.9	41.6	47.5	41.3	44.1	44.5	41.9
NATIONAL COMMODITIES QUOTATIONS	64	36	25	3	2	31	8	6	15	3	47	13	15	25	22	17	11	12	16
	3.1	2.9	3.2	5.6	1.2	4.3	2.4	2.2	3.2	2.9	3.8	1.8	3.5	3.0	2.7	4.6	2.0	1.7	4.4
CURRENT AND IN-PROGRESS SPORTS SCHEDULES AND SCORES	540	309	220	9	39	181	90	65	134	28	289	220	104	221	211	66	135	217	106
	25.9	24.9	28.1	16.7	22.9	25.0	26.7	23.4	28.9	27.5	23.6	29.9	24.2	26.9	26.0	17.9	24.4	30.3	29.2
SPORTS FORECASTS (POINT SPREADS) FOR UPCOMING SPORTING EVENTS	305	180	116	7	26	91	54	43	74	5	169	125	57	135	112	45	75	113	60
	14.6	14.5	14.8	13.0	15.3	12.6	16.0	15.5	15.9	4.9	13.8	17.0	13.3	16.4	13.8	12.2	13.6	15.8	16.5
AGRICULTURAL WEATHER FORECASTS FOR YOUR AREA	268	141	118	6	8	114	37	28	61	15	188	61	65	93	108	76	68	70	41
	12.8	11.4	15.1	11.1	4.7	15.7	11.0	10.1	13.1	14.7	15.3	8.3	15.2	11.3	13.3	20.7	12.3	9.8	11.3
NONE OF THE ABOVE	44	24	20		6	15	2	6	11	4	24	16	11	16	16	14	12	12	6
	2.1	1.9	2.6		3.5	2.1	.6	2.2	2.4	3.9	2.0	2.2	2.6	1.9	2.0	3.8	2.2	1.7	1.7
NO ANSWER	9	4	3	1	1	3	2		2		6	2		2	5	1	1	1	
	.4	.3	.4	1.9	.6	.4	.6		.4		.5	.3		.2	.6	.3	.2	.1	

TABLE 17

Q.17 MAIN BENEFIT EXPECTED FROM SATELLITE RECEIVING EQUIPMENT

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
GET BETTER RECEPTION	284	151	126	6	26	87	27	34	94	37	196	44	35	95	149	70	79	75	50
	13.6	12.2	16.1	11.1	15.3	12.0	8.0	12.2	20.3	36.3	16.0	6.0	8.2	11.6	18.3	19.0	14.3	10.5	13.8
MORE CHANNELS/WIDER VARIETY OF CHANNELS	1263	776	456	28	110	438	220	166	266	34	774	446	296	496	464	201	336	458	224
	60.5	62.6	58.2	51.9	64.7	60.4	65.3	59.7	57.3	33.3	63.2	60.6	69.0	60.3	57.1	54.6	60.8	64.1	61.7
BETTER QUALITY OF PROGRAMS	169	96	64	9	11	59	25	23	40	3	107	56	35	66	65	30	50	57	22
	8.1	7.7	8.2	16.7	6.5	8.1	7.4	8.3	8.6	2.9	8.7	7.6	8.2	8.0	8.0	8.2	9.0	8.0	6.1
MORE MOVIES	132	86	44	2	9	50	28	22	15	4	60	68	22	71	39	28	35	43	19
	6.3	6.9	5.6	3.7	5.3	6.9	8.3	7.9	3.2	3.9	4.9	9.2	5.1	8.6	4.8	7.6	6.3	6.0	5.2
MORE SPORTS	73	42	28	1	5	30	15	10	9	1	27	43	7	25	41	11	19	24	18
	3.5	3.4	3.6	1.9	2.9	4.1	4.5	3.6	1.9	1.0	2.2	5.8	1.6	3.0	5.0	3.0	3.4	3.4	5.0
GOOD VALUE FOR THE MONEY	86	50	32	4	3	31	14	11	20	4	26	55	14	42	27	9	20	32	17
	4.1	4.0	4.1	7.4	1.8	4.3	4.2	4.0	4.3	3.9	2.1	7.5	3.3	5.1	3.3	2.4	3.6	4.5	4.7
FOR CHILDREN'S PROGRAMMING	12	6	6			6	1	3	2	1	10	1	3	7	1	4	1	4	2
	.6	.5	.8			.8	.3	1.1	.4	1.0	.8	.1	.7	.9	.1	1.1	.2	.6	.6
OTHER	59	28	25	4	4	21	6	9	18	18	19	22	15	20	23	14	12	19	11
	2.8	2.3	3.2	7.4	2.4	2.9	1.8	3.2	3.9	17.6	1.6	3.0	3.5	2.4	2.8	3.8	2.2	2.7	3.0
NO ANSWER	8	5	2		2	3	1				6	1	2		4	1	1	3	
	.4	.4	.3		1.2	.4	.3				.5	.1	.5		.5	.3	.2	.4	

TABLE 18

Q.18 HOW MUCH SPENT ON SATELLITE RECEIVING EQUIPMENT

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LESS THAN $1,500	40	29	9	1	1	17	3	8	9	1	24	15	11	13	16	14	15	8	2
	1.9	2.3	1.1	1.9	.6	2.3	.9	2.9	1.9	1.0	2.0	2.0	2.6	1.6	2.0	3.8	2.7	1.1	.6
$1,501-$3,000	982	679	289	9	68	398	161	136	185	52	585	337	246	403	326	204	298	350	92
	47.1	54.8	36.9	16.7	40.0	54.9	47.8	48.9	39.9	51.0	47.8	45.8	57.3	49.0	40.1	55.4	53.9	49.0	25.3
$3,001-$5,000	921	476	416	27	81	283	155	114	235	44	547	316	155	352	401	132	212	322	218
	44.2	38.4	53.1	50.0	47.6	39.0	46.0	41.0	50.6	43.1	44.7	42.9	36.1	42.8	49.3	35.9	38.3	45.0	60.1
$5,001-$7,500	109	45	57	7	17	18	13	15	30	3	54	52	10	45	54	11	22	31	39
	5.2	3.6	7.3	13.0	10.0	2.5	3.9	5.4	6.5	2.9	4.4	7.1	2.3	5.5	6.6	3.0	4.0	4.3	10.7
MORE THAN $7,500	26	6	10	10	3	6	3	5	4		12	14	4	9	13	4	5	3	12
	1.2	.5	1.3	18.5	1.8	.8	.9	1.8	.9		1.0	1.9	.9	1.1	1.6	1.1	.9	.4	3.3
NO ANSWER	8	5	2			3	2		1	2	3	2	3		3	3	1	1	
	.4	.4	.3			.4	.6		.2	2.0	.2	.3	.7		.4	.8	.2	.1	
MEAN	2.57	2.45	2.71	3.30	2.72	2.44	2.56	2.54	2.64	2.49	2.55	2.61	2.41	2.55	2.66	2.42	2.46	2.54	2.91
STD.DEV.	.68	.63	.67	1.01	.72	.63	.63	.72	.67	.57	.66	.73	.63	.67	.70	.67	.66	.62	.71
STD.ERROR	.01	.02	.02	.14	.06	.02	.03	.04	.03	.06	.02	.03	.03	.02	.02	.03	.03	.02	.04

TABLE 21

Q.21 CURRENTLY OWN AND HAVE IN HOME:

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A PERSONAL COMPUTER	427	242	170	13	34	130	66	77	99	20	214	189	87	226	111	34	75	183	119
	20.5	19.5	21.7	24.1	20.0	17.9	19.6	27.7	21.3	19.6	17.5	25.7	20.3	27.5	13.7	9.2	13.6	25.6	32.8
A VIDEOTAPE RECORDER	825	457	332	32	64	252	138	130	189	34	406	375	166	392	260	75	177	319	223
	39.5	36.9	42.4	59.3	37.6	34.8	40.9	46.8	40.7	33.3	33.1	51.0	38.7	47.7	32.0	20.4	32.0	44.6	61.4
MORE THAN ONE TELEVISION SET	1668	998	617	47	136	570	290	226	359	56	949	643	313	713	630	252	425	604	319
	80.0	80.5	78.8	87.0	80.0	78.6	86.1	81.3	77.4	54.9	77.5	87.4	73.0	86.7	77.5	68.5	76.9	84.5	87.9
AMATEUR RADIO OPERATOR EQUIPMENT	177	98	68	11	5	61	34	23	44	6	91	78	29	74	72	24	44	67	37
	8.5	7.9	8.7	20.4	2.9	8.4	10.1	8.3	9.5	5.9	7.4	10.6	6.8	9.0	8.9	6.5	8.0	9.4	10.2
NONE OF THE ABOVE	272	163	104	4	20	107	26	32	71	32	194	45	71	61	140	84	87	66	25
	13.0	13.1	13.3	7.4	11.8	14.8	7.7	11.5	15.3	31.4	15.8	6.1	16.6	7.4	17.2	22.8	15.7	9.2	6.9
NO ANSWER	24	15	8		3	6	3	3	6	2	12	8	6	6	4	4	8	4	2
	1.2	1.2	1.0		1.8	.8	.9	1.1	1.3	2.0	1.0	1.1	1.4	.7	.5	1.1	1.4	.6	.6

TABLE 22

Q.22 LIVE IN AN INCORPORATED TOWN OR CITY

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES	538	340	177	18	46	189	86	84	79	15	205	313	117	225	186	83	129	182	117
	25.8	27.4	22.6	33.3	27.1	26.1	25.5	30.2	17.0	14.7	16.7	42.5	27.3	27.4	22.9	22.6	23.3	25.5	32.2
NO	1499	870	588	36	120	518	243	189	374	84	991	408	309	590	596	272	410	523	244
	71.9	70.2	75.1	66.7	70.6	71.4	72.1	68.0	80.6	82.4	80.9	55.4	72.0	71.8	73.3	73.9	74.1	73.1	67.2
NO ANSWER	49	30	18		4	18	8	5	11	3	29	15	3	7	31	13	14	10	2
	2.3	2.4	2.3		2.4	2.5	2.4	1.8	2.4	2.9	2.4	2.0	.7	.9	3.8	3.5	2.5	1.4	.6

TABLE 23

Q.23 POPULATION

		SATELLITE STATIONS																	
		--OWNERSHIP---			---------REGION---------					---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	538	340	177	18	46	189	86	84	79	15	205	313	117	225	186	83	129	182	117
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LESS THAN 10,000	210	134	68	8	26	90	22	22	32	8	109	93	40	82	86	46	61	63	30
	39.0	39.4	38.4	44.4	56.5	47.6	25.6	26.2	40.5	53.3	53.2	29.7	34.2	36.4	46.2	55.4	47.3	34.6	25.6
10,001-25,000	78	47	28	3	8	30	19	10	8	1	27	50	23	26	27	11	16	33	14
	14.5	13.8	15.8	16.7	17.4	15.9	22.1	11.9	10.1	6.7	13.2	16.0	19.7	11.6	14.5	13.3	12.4	18.1	12.0
25,001-50,000	67	36	30	1	1	18	15	11	17	3	19	45	18	30	18	9	22	22	12
	12.5	10.6	16.9	5.6	2.2	9.5	17.4	13.1	21.5	20.0	9.3	14.4	15.4	13.3	9.7	10.8	17.1	12.1	10.3
50,001-100,000	49	33	15	1	2	16	8	13	5	1	16	30	10	29	10	2	11	23	13
	9.1	9.7	8.5	5.6	4.3	8.5	9.3	15.5	6.3	6.7	7.8	9.6	8.5	12.9	5.4	2.4	8.5	12.6	11.1
OVER 100,000	111	72	32	5	7	24	19	28	13	1	27	82	23	49	35	9	16	33	44
	20.6	21.2	18.1	27.8	15.2	12.7	22.1	33.3	16.5	6.7	13.2	26.2	19.7	21.8	18.8	10.8	12.4	18.1	37.6
NO ANSWER	23	18	4		2	11	3		4	1	7	13	3	9	10	6	3	8	4
	4.3	5.3	2.3		4.3	5.8	3.5		5.1	6.7	3.4	4.2	2.6	4.0	5.4	7.2	2.3	4.4	3.4
MEAN	2.56	2.57	2.51	2.56	2.00	2.18	2.80	3.18	2.45	2.00	2.12	2.86	2.59	2.71	2.32	1.92	2.25	2.60	3.24
STD.DEV.	1.60	1.62	1.52	1.71	1.49	1.47	1.50	1.62	1.51	1.31	1.48	1.61	1.53	1.61	1.58	1.37	1.45	1.54	1.67
STD.ERROR	.07	.09	.12	.40	.22	.11	.16	.18	.17	.35	.11	.09	.14	.11	.12	.16	.13	.12	.16

TABLE 24

Q.24 HOW FAR FROM RESIDENCE IS NEAREST CITY OF 100,000 POPULATION OR LARGER

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------				------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LESS THAN 50 MILES	635	419	197	17	50	214	151	110	82	13	298	317	135	295	201	76	152	250	136
	30.4	33.8	25.2	31.5	29.4	29.5	44.8	39.6	17.7	12.7	24.3	43.1	31.5	35.9	24.7	20.7	27.5	35.0	37.5
MORE THAN 50 MILES	1306	732	539	31	114	468	162	140	359	87	871	335	264	474	558	280	371	427	181
	62.6	59.0	68.8	57.4	67.1	64.6	48.1	50.4	77.4	85.3	71.1	45.5	61.5	57.7	68.6	76.1	67.1	59.7	49.9
LIVE IN A CITY OF 100,000 OR MORE	86	55	26	3	2	26	13	19	12		25	59	18	39	27	5	16	27	33
	4.1	4.4	3.3	5.6	1.2	3.6	3.9	6.8	2.6		2.0	8.0	4.2	4.7	3.3	1.4	2.9	3.8	9.1
NO ANSWER	59	34	21	3	4	17	11	9	11	2	31	25	12	14	27	7	14	11	13
	2.8	2.7	2.7	5.6	2.4	2.3	3.3	3.2	2.4	2.0	2.5	3.4	2.8	1.7	3.3	1.9	2.5	1.5	3.6

TABLE 25

Q.25 ANTICIPATE REPLACING OR ADDING TO SATELLITE RECEIVING EQUIPMENT DURING NEXT 12 MONTHS

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------				------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES	426	230	176	17	41	138	68	58	96	20	243	160	115	195	110	61	113	168	72
	20.4	18.5	22.5	31.5	24.1	19.0	20.2	20.9	20.7	19.6	19.8	21.7	26.8	23.7	13.5	16.6	20.4	23.5	19.8
NO	1591	975	578	34	123	565	258	215	348	78	943	553	305	610	670	292	420	533	284
	76.3	78.6	73.8	63.0	72.4	77.9	76.6	77.3	75.0	76.5	77.0	75.1	71.1	74.2	82.4	79.3	75.9	74.5	78.2
NO ANSWER	69	35	29	3	6	22	11	5	20	4	39	23	9	17	33	15	20	14	7
	3.3	2.8	3.7	5.6	3.5	3.0	3.3	1.8	4.3	3.9	3.2	3.1	2.1	2.1	4.1	4.1	3.6	2.0	1.9

TABLE 26

Q.26 EQUIPMENT PLAN ON BUYING

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	426	230	176	17	41	138	68	58	96	20	243	160	115	195	110	61	113	168	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISH	27	8	15	3	2	10	4	4	4	1	12	14	6	15	6	5	5	9	6
	6.3	3.5	8.5	17.6	4.9	7.2	5.9	6.9	4.2	5.0	4.9	8.7	5.2	7.7	5.5	8.2	4.4	5.4	8.3
RECEIVER	76	33	40	3	8	20	16	11	14	3	43	29	22	39	13	9	24	25	15
	17.8	14.3	22.7	17.6	19.5	14.5	23.5	19.0	14.6	15.0	17.7	18.1	19.1	20.0	11.8	14.8	21.2	14.9	20.8
LNA	42	14	26	2	5	14	7	7	7	3	17	22	13	20	8	5	13	14	9
	9.9	6.1	14.8	11.8	12.2	10.1	10.3	12.1	7.3	15.0	7.0	13.7	11.3	10.3	7.3	8.2	11.5	8.3	12.5
MOTORIZED ACTIVATOR/CONTROLLER	178	88	83	6	10	54	20	31	54	12	119	46	47	84	45	32	50	70	20
	41.8	38.3	47.2	35.3	24.4	39.1	29.4	53.4	56.2	60.0	49.0	28.7	40.9	43.1	40.9	52.5	44.2	41.7	27.8
RECEIVER REMOTE CONTROL	100	56	39	4	11	25	20	20	16	2	60	38	29	41	28	16	32	34	15
	23.5	24.3	22.2	23.5	26.8	18.1	29.4	34.5	16.7	10.0	24.7	23.7	25.2	21.0	25.5	26.2	28.3	20.2	20.8
OTHER	130	77	49	4	14	51	23	14	22	7	58	64	40	61	27	14	28	58	29
	30.5	33.5	27.8	23.5	34.1	37.0	33.8	24.1	22.9	35.0	23.9	40.0	34.8	31.3	24.5	23.0	24.8	34.5	40.3
NO ANSWER	10	6	3	1	1	6	2				7	3		6	4	2	4	2	2
	2.3	2.6	1.7	5.9	2.4	4.3	2.9				2.9	1.9		3.1	3.6	3.3	3.5	1.2	2.8

TABLE 27

Q.27 AGE

		SATELLITE STATIONS --OWNERSHIP---			---------REGION---------						---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-24	24	16	7	1	2	11	5	5	1		17	7	24			5	13	5	1
	1.2	1.3	.9	1.9	1.2	1.5	1.5	1.8	.2		1.4	1.0	5.6			1.4	2.4	.7	.3
25-34	405	275	125	5	29	157	80	67	53	17	249	137	405			77	126	151	44
	19.4	22.2	16.0	9.3	17.1	21.7	23.7	24.1	11.4	16.7	20.3	18.6	94.4			20.9	22.8	21.1	12.1
35-49	822	505	297	17	82	286	154	100	152	31	451	328		822		83	196	337	179
	39.4	40.7	37.9	31.5	48.2	39.4	45.7	36.0	32.8	30.4	36.8	44.6		100.0		22.6	35.4	47.1	49.3
50-59	380	219	147	12	28	126	59	52	94	19	227	131			380	58	100	122	76
	18.2	17.7	18.8	22.2	16.5	17.4	17.5	18.7	20.3	18.6	18.5	17.8			46.7	15.8	18.1	17.1	20.9
60 AND OLDER	433	214	197	19	26	138	35	52	160	34	266	129			433	142	114	97	59
	20.8	17.3	25.2	35.2	15.3	19.0	10.4	18.7	34.5	33.3	21.7	17.5			53.3	38.6	20.6	13.6	16.3
NO ANSWER	22	11	10		3	7	4	2	4	1	15	4				3	4	3	4
	1.1	.9	1.3		1.8	1.0	1.2	.7	.9	1.0	1.2	.5				.8	.7	.4	1.1
MEAN	3.38	3.28	3.52	3.80	3.28	3.31	3.12	3.29	3.78	3.69	3.39	3.33	1.94	3.00	4.53	3.70	3.32	3.22	3.41
STD.DEV.	1.06	1.04	1.07	1.08	.97	1.06	.94	1.08	1.05	1.11	1.08	1.00	.23		.50	1.22	1.11	.95	.91
STD.ERROR	.02	.03	.04	.15	.07	.04	.05	.07	.05	.11	.03	.04	.01		.02	.06	.05	.04	.05

TABLE 28

Q.28 FAMILY STATUS OF HOUSEHOLD

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SINGLE,NO CHILDREN	145	84	54	7	15	50	26	18	25	6	79	59	54	43	48	38	45	29	27
	7.0	6.8	6.9	13.0	8.8	6.9	7.7	6.5	5.4	5.9	6.4	8.0	12.6	5.2	5.9	10.3	8.1	4.1	7.4
SINGLE,CHILDREN HOME	41	21	19		9	8	6	5	9	2	21	17	11	22	8	11	13	10	5
	2.0	1.7	2.4		5.3	1.1	1.8	1.8	1.9	2.0	1.7	2.3	2.6	2.7	1.0	3.0	2.4	1.4	1.4
SINGLE,CHILDREN GROWN	48	30	16	2	3	12	12	7	11	2	31	15		13	35	20	14	6	5
	2.3	2.4	2.0	3.7	1.8	1.7	3.6	2.5	2.4	2.0	2.5	2.0		1.6	4.3	5.4	2.5	.8	1.4
MARRIED,NO CHILDREN	236	137	92	5	17	71	45	33	60	13	131	89	66	72	97	40	65	85	39
	11.3	11.0	11.7	9.3	10.0	9.8	13.4	11.9	12.9	12.7	10.7	12.1	15.4	8.8	11.9	10.9	11.8	11.9	10.7
MARRIED,CHILDREN HOME	942	612	311	18	77	361	172	131	156	37	544	351	298	546	91	128	244	377	165
	45.2	49.4	39.7	33.3	45.3	49.8	51.0	47.1	33.6	36.3	44.4	47.7	69.5	66.4	11.2	34.8	44.1	52.7	45.5
MARRIED,CHILDREN GROWN	657	346	285	22	45	217	74	83	202	41	404	205		124	527	127	172	205	121
	31.5	27.9	36.4	40.7	26.5	29.9	22.0	29.9	43.5	40.2	33.0	27.9		15.1	64.8	34.5	31.1	28.7	33.3
NO ANSWER	17	10	6		4	6	2	1	1	1	15			2	7	4		3	1
	.8	.8	.8		2.4	.8	.6	.4	.2	1.0	1.2			.2	.9	1.1		.4	.3

TABLE 29

Q.29 INCOME

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNDER $12,000	127	82	40	4	8	44	16	15	32	12	80	34	22	23	79	127			
	6.1	6.6	5.1	7.4	4.7	6.1	4.7	5.4	6.9	11.8	6.5	4.6	5.1	2.8	9.7	34.5			
$12,000-$17,999	241	148	84	8	13	91	33	29	61	22	148	67	60	60	121	241			
	11.6	11.9	10.7	14.8	7.6	12.6	9.8	10.4	13.1	21.6	12.1	9.1	14.0	7.3	14.9	65.5			
$18,000-$29,999	553	330	209	12	49	206	104	51	120	23	330	197	139	196	214		553		
	26.5	26.6	26.7	22.2	28.8	28.4	30.9	18.3	25.3	22.5	26.9	26.8	32.4	23.8	26.3		100.0		
$30,000-$49,999	715	438	261	12	57	256	119	115	145	26	418	261	156	337	219			715	
	34.3	35.3	33.3	22.2	33.5	35.3	35.3	41.4	31.2	25.5	34.1	35.5	36.4	41.0	26.9			100.0	
$50,000 OR ABOVE	363	193	158	12	33	99	52	61	84	16	193	150	45	179	135				363
	17.4	15.6	20.2	22.2	19.4	13.7	15.4	21.9	18.1	15.7	15.8	20.4	10.5	21.8	16.6				100.0
REFUSED	87	49	31	6	10	29	13	7	22	3	56	27	7	27	45				
	4.2	4.0	4.0	11.1	5.9	4.0	3.9	2.5	4.7	2.9	4.6	3.7	1.6	3.3	5.5				
MEAN	3.47	3.43	3.55	3.42	3.59	3.40	3.49	3.66	3.43	3.12	3.42	3.60	3.34	3.74	3.27	1.65	3.00	4.00	5.00
STD.DEV.	1.11	1.11	1.10	1.26	1.06	1.08	1.03	1.11	1.16	1.27	1.11	1.07	1.02	.98	1.22	.48			
STD.ERROR	.02	.03	.04	.18	.08	.04	.06	.07	.05	.13	.03	.04	.05	.03	.04	.02			

TABLE 30

Q.30 EDUCATION

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		------AGE------				------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LESS THAN HIGH SCHOOL	230	150	74	4	13	93	39	22	41	15	122	91	29	72	125	85	64	53	18
	11.0	12.1	9.5	7.4	7.6	12.8	11.6	7.9	8.8	14.7	10.0	12.4	6.8	8.8	15.4	23.1	11.6	7.4	5.0
HIGH SCHOOL GRAD	709	444	248	15	64	284	117	77	136	33	437	235	153	264	288	143	212	242	79
	34.0	35.8	31.7	27.8	37.6	39.2	34.7	27.7	29.3	32.4	35.7	31.9	35.7	32.1	35.4	38.9	38.3	33.8	21.8
SOME COLLEGE OR VO-TECH	684	381	277	25	50	216	111	98	181	28	401	245	168	290	223	107	187	254	115
	32.8	30.7	35.4	46.3	29.4	29.8	32.9	35.3	39.0	27.5	32.7	33.3	39.2	35.3	27.4	29.1	33.8	35.5	31.7
COLLEGE GRAD	281	154	119	6	19	84	41	52	66	14	158	105	62	125	93	19	65	115	74
	13.5	12.4	15.2	11.1	11.2	11.6	12.2	18.7	14.2	13.7	12.9	14.3	14.5	15.2	11.4	5.2	11.8	16.1	20.4
GRAD SCHOOL	169	103	61	4	23	44	26	28	37	12	98	58	16	69	82	13	24	50	76
	8.1	8.3	7.8	7.4	13.5	6.1	7.7	10.1	8.0	11.8	8.0	7.9	3.7	8.4	10.1	3.5	4.3	7.0	20.9
NO ANSWER	13	8	4		1	4	3	1	3		9	2	1	2	2	1	1	1	1
	.6	.6	.5		.6	.6	.9	.4	.6		.7	.3	.2	.2	.2	.3	.2	.1	.3
MEAN	2.73	2.69	2.80	2.83	2.85	2.59	2.69	2.95	2.83	2.75	2.73	2.73	2.73	2.82	2.65	2.27	2.59	2.81	3.31
STD.DEV.	1.08	1.10	1.06	.98	1.15	1.05	1.08	1.09	1.04	1.21	1.07	1.10	.92	1.06	1.17	.99	.99	1.02	1.17
STD.ERROR	.02	.03	.04	.13	.09	.04	.06	.07	.05	.12	.03	.04	.04	.04	.04	.05	.04	.04	.06

TABLE 31

Q.31 OCCUPATION

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		------AGE------				------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXECUTIVE	135	63	64	8	11	40	23	27	25	6	66	60	15	71	48	5	16	38	75
	6.5	5.1	8.2	14.8	6.5	5.5	6.8	9.7	5.4	5.9	5.4	8.2	3.5	8.6	5.9	1.4	2.9	5.3	20.7
PROFESSIONAL	436	272	155	8	45	135	92	63	79	20	235	178	100	224	108	27	100	180	109
	20.9	21.9	19.8	14.8	26.5	18.6	27.3	22.7	17.0	19.6	19.2	24.2	23.3	27.3	13.3	7.3	18.1	25.2	30.0
TECHNICAL	302	190	102	9	34	97	59	44	55	8	181	105	91	147	62	21	64	170	40
	14.5	15.3	13.0	16.7	20.0	13.4	17.5	15.8	11.9	7.8	14.8	14.3	21.2	17.9	7.6	5.7	11.6	23.8	11.0
SALES	88	53	30	5	4	39	13	16	14	4	46	38	28	39	20	10	25	35	17
	4.2	4.3	3.8	9.3	2.4	5.4	3.9	5.8	3.0	3.9	3.8	5.2	6.5	4.7	2.5	2.7	4.5	4.9	4.7
SERVICE	150	100	44	4	14	56	23	23	28	9	86	53	31	81	38	29	47	53	14
	7.2	8.1	5.6	7.4	8.2	7.7	6.8	8.3	6.0	8.8	7.0	7.2	7.2	9.9	4.7	7.9	8.5	7.4	3.9
AGRICULTURE	192	102	87	2	5	97	12	18	42	11	136	42	56	69	66	59	48	44	33
	9.2	8.2	11.1	3.7	2.9	13.4	3.6	6.5	9.1	10.8	11.1	5.7	13.1	8.4	8.1	16.0	8.7	6.2	9.1
RETIRED,UNEMPLOYED,HOUSEWIFE STUDENT	424	222	187	13	27	128	36	51	160	34	256	132	3	27	390	150	128	82	41
	20.3	17.9	23.9	24.1	15.9	17.7	10.7	18.3	34.5	33.3	20.9	17.9	.7	3.3	48.0	40.8	23.1	11.5	11.3
OTHER	319	208	106	4	25	118	69	32	56	10	192	116	91	152	76	61	115	100	33
	15.3	16.8	13.5	7.4	14.7	16.3	20.5	11.5	12.1	9.8	15.7	15.8	21.2	18.5	9.3	16.6	20.8	14.0	9.1
NO ANSWER	40	30	8	1	5	15	10	4	5		27	12	14	12	5	6	10	13	1
	1.9	2.4	1.0	1.9	2.9	2.1	3.0	1.4	1.1		2.2	1.6	3.3	1.5	.6	1.6	1.8	1.8	.3

TABLE 34

Q.34 PUBLICATIONS SUBSCRIBE OR READ REGULARLY

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TV GUIDE	489	314	168	6	43	185	88	67	87	20	230	235	85	198	202	99	135	150	88
	23.4	25.3	21.5	11.1	25.3	25.5	26.1	24.1	18.7	19.6	18.8	31.9	19.8	24.1	24.8	26.9	24.4	21.0	24.2
TIME	265	137	119	7	17	92	29	37	72	17	152	88	37	110	115	28	61	87	80
	12.7	11.0	15.2	13.0	10.0	12.7	8.6	13.3	15.5	16.7	12.4	12.0	8.6	13.4	14.1	7.6	11.0	12.2	22.0
READERS DIGEST	817	478	312	24	71	282	115	96	207	46	495	267	101	304	403	149	231	267	137
	39.2	38.5	39.8	44.4	41.8	38.9	34.1	34.5	44.6	45.1	40.4	36.3	23.5	37.0	49.6	40.5	41.8	37.3	37.7
SPORTS ILLUSTRATED	201	119	74	8	19	68	37	27	40	8	113	76	39	94	66	17	43	75	61
	9.6	9.6	9.5	14.8	11.2	9.4	11.0	9.7	8.6	7.8	9.2	10.3	9.1	11.4	8.1	4.6	7.8	10.5	16.8
NATIONAL ENQUIRER	146	96	48	2	4	60	23	17	34	5	95	44	28	44	73	36	37	49	18
	7.0	7.7	6.1	3.7	2.4	8.3	6.8	6.1	7.3	4.9	7.8	6.0	6.5	5.4	9.0	9.8	6.7	6.9	5.0
PLAYBOY	194	122	68	4	15	63	36	30	35	8	105	80	56	82	56	24	49	67	52
	9.3	9.8	8.7	7.4	8.8	8.7	10.7	10.8	7.5	7.8	8.6	10.9	13.1	10.0	6.9	6.5	8.9	9.4	14.3
BETTER HOMES AND GARDENS	584	335	226	21	47	211	89	85	131	23	366	189	97	218	260	78	163	210	112
	28.0	27.0	28.9	38.9	27.6	29.1	26.4	30.6	28.2	22.5	29.9	25.7	22.6	26.5	32.0	21.2	29.5	29.4	30.9
PARADE	148	94	50	3	13	46	38	25	22	6	82	59	24	62	59	9	31	65	38
	7.1	7.6	6.4	5.6	7.6	6.3	11.3	9.0	4.7	5.9	6.7	8.0	5.6	7.5	7.3	2.4	5.6	9.1	10.5
FAMILY WEEKLY	156	80	72	4	9	45	27	23	46	5	100	50	22	48	84	21	34	66	29
	7.5	6.5	9.2	7.4	5.3	6.2	8.0	8.3	9.9	4.9	8.2	6.8	5.1	5.8	10.3	5.7	6.1	9.2	8.0
COOP'S DIGEST	21	4	10	7	1	5	3	8	3		11	10	9	6	6	2	7	5	7
	1.0	.3	1.3	13.0	.6	.7	.9	2.9	.6		.9	1.4	2.1	.7	.7	.5	1.3	.7	1.9
HOME SATELLITE MARKETING	28	11	9	8	3	7	10	6	2	1	12	15	10	13	5	3	6	14	3
	1.3	.9	1.1	14.8	1.8	1.0	3.0	2.2	.4	1.0	1.0	2.0	2.3	1.6	.6	.8	1.1	2.0	.8
STV	266	151	104	9	25	89	42	21	74	8	127	130	55	110	100	33	69	104	49
	12.8	12.2	13.3	16.7	14.7	12.3	12.5	7.6	15.9	7.8	10.4	17.7	12.8	13.4	12.3	9.0	12.5	14.5	13.5
ORBIT INTERNATIONAL	347	226	111	10	29	150	65	53	31	11	202	132	78	154	113	45	87	122	80
	16.6	18.2	14.2	18.5	17.1	20.7	19.3	19.1	6.7	10.8	16.5	17.9	18.2	18.7	13.9	12.2	15.7	17.1	22.0
RADIO ELECTRONICS	81	32	40	9	7	27	14	12	15	3	29	45	22	32	26	5	18	33	18
	3.9	2.6	5.1	16.7	4.1	3.7	4.2	4.3	3.2	2.9	2.4	6.1	5.1	3.9	3.2	1.4	3.3	4.6	5.0

TABLE 34 (CONTINUED)

Q.34 PUBLICATIONS SUBSCRIBE OR READ REGULARLY

		SATELLITE --OWNERSHIP---			--------REGION--------					---STATIONS RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
SATELLITE DEALER	39	10	20	9	4	16	6	6	6		19	20	14	14	10	6	11	12	10
	1.9	.8	2.6	16.7	2.4	2.2	1.8	2.2	1.3		1.6	2.7	3.3	1.7	1.2	1.6	2.0	1.7	2.8
SATELLITE BUSINESS MAGAZINE	23	7	11	5		10	3	4	4		14	9	5	10	8	6	4	9	4
	1.1	.6	1.4	9.3		1.4	.9	1.4	.9		1.1	1.2	1.2	1.2	1.0	1.6	.7	1.3	1.1
SATELLITE TV OPPORTUNITIES	56	18	28	10	5	25	10	7	8	2	24	29	18	16	22	8	19	22	6
	2.7	1.5	3.6	18.5	2.9	3.4	3.0	2.5	1.7	2.0	2.0	3.9	4.2	1.9	2.7	2.2	3.4	3.1	1.7
SAT GUIDE	242	157	68	14	23	83	38	37	51	9	142	88	42	111	86	45	56	88	42
	11.6	12.7	8.7	25.9	13.5	11.4	11.3	13.3	11.0	8.8	11.6	12.0	9.8	13.5	10.6	12.2	10.1	12.3	11.6
SATVISION	9	4	4	1		3	3	1	2	2	1	6	3	3	3	3	2	2	2
	.4	.3	.5	1.9		.4	.9	.4	.4	2.0	.1	.8	.7	.4	.4	.8	.4	.3	.6
NONE/NO ANSWER	296	180	111	3	23	87	49	40	79	18	171	104	74	119	99	68	83	88	37
	14.2	14.5	14.2	5.6	13.5	12.0	14.5	14.4	17.0	17.6	14.0	14.1	17.2	14.5	12.2	18.5	15.0	12.3	10.2

TABLE 35

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-ABC

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	678	398	262	13	46	248	91	104	162	33	399	241	110	257	306	111	170	248	123
	32.5	32.1	33.5	24.1	27.1	34.2	27.0	37.4	34.9	32.4	32.6	32.7	25.6	31.3	37.6	30.2	30.7	34.7	33.9
YES,VIEWED DURING LAST 7 DAYS	450	293	148	9	55	161	79	44	92	25	265	155	118	199	132	73	132	158	70
	21.6	23.6	18.9	16.7	32.4	22.2	23.4	15.8	19.8	24.5	21.6	21.1	27.5	24.2	16.2	19.8	23.9	22.1	19.3
YES,VIEWED DURING LAST 30 DAYS	236	139	89	8	25	75	39	30	56	16	134	81	63	91	79	39	65	78	43
	11.3	11.2	11.4	14.8	14.7	10.3	11.6	10.8	12.1	15.7	10.9	11.0	14.7	11.1	9.7	10.6	11.8	10.9	11.8
NO ANSWER	722	410	284	24	44	241	128	100	154	28	427	259	138	275	296	145	186	231	127
	34.6	33.1	36.3	44.4	25.9	33.2	38.0	36.0	33.2	27.5	34.9	35.2	32.2	33.5	36.4	39.4	33.6	32.3	35.0

TABLE 36

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-CBS

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	700	434	252	12	66	241	105	110	154	34	411	246	113	258	325	119	194	250	116
	33.6	35.0	32.2	22.2	38.8	33.2	31.2	39.6	33.2	33.3	33.6	33.4	26.3	31.4	40.0	32.3	35.1	35.0	32.0
YES,VIEWED DURING LAST 7 DAYS	426	268	146	10	39	151	70	52	89	27	252	143	102	201	120	64	116	145	81
	20.4	21.6	18.6	18.5	22.9	20.8	20.8	18.7	19.2	26.5	20.6	19.4	23.8	24.5	14.8	17.4	21.0	20.3	22.3
YES,VIEWED DURING LAST 30 DAYS	214	113	93	7	19	71	35	26	52	15	126	71	61	71	79	40	48	79	35
	10.3	9.1	11.9	13.0	11.2	9.8	10.4	9.4	11.2	14.7	10.3	9.6	14.2	8.6	9.7	10.9	8.7	11.0	9.6
NO ANSWER	746	425	292	25	46	262	127	90	169	26	436	276	153	292	289	145	195	241	131
	35.8	34.3	37.3	46.3	27.1	36.1	37.7	32.4	36.4	25.5	35.6	37.5	35.7	35.5	35.5	39.4	35.3	33.7	36.1

TABLE 37

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-NBC

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	642	384	241	15	49	240	88	95	147	27	381	230	118	240	281	109	166	232	107
	30.8	31.0	30.8	27.8	28.8	33.1	26.1	34.2	31.7	26.5	31.1	31.2	27.5	29.2	34.6	29.6	30.0	32.4	29.5
YES,VIEWED DURING LAST 7 DAYS	437	268	160	9	38	158	65	53	90	25	240	164	117	193	123	56	122	157	88
	20.9	21.6	20.4	16.7	22.4	21.8	19.3	19.1	19.4	24.5	19.6	22.3	27.3	23.5	15.1	15.2	22.1	22.0	24.2
YES,VIEWED DURING LAST 30 DAYS	220	130	81	8	17	69	45	29	54	14	136	68	61	81	76	45	44	83	37
	10.5	10.5	10.3	14.8	10.0	9.5	13.4	10.4	11.6	13.7	11.1	9.2	14.2	9.9	9.3	12.2	8.0	11.6	10.2
NO ANSWER	787	458	301	22	66	258	139	101	173	36	468	274	133	308	333	158	221	243	131
	37.7	36.9	38.4	40.7	38.8	35.6	41.2	36.3	37.3	35.3	38.2	37.2	31.0	37.5	41.0	42.9	40.0	34.0	36.1

TABLE 38

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-WTBS ATLANTA

		SATELLITE --OWNERSHIP---			--------REGION---------					STATIONS ---RECEIVE----		-----AGE------				------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	769	470	279	18	63	277	138	110	144	30	459	267	190	294	281	130	233	250	131
	36.9	37.9	35.6	33.3	37.1	38.2	40.9	39.6	31.0	29.4	37.5	36.3	44.3	35.8	34.6	35.3	42.1	35.0	36.1
YES,VIEWED DURING LAST 7 DAYS	485	289	181	12	46	171	90	61	95	24	284	176	112	206	163	66	120	202	77
	23.3	23.3	23.1	22.2	27.1	23.6	26.7	21.9	20.5	23.5	23.2	23.9	26.1	25.1	20.0	17.9	21.7	28.3	21.2
YES,VIEWED DURING LAST 30 DAYS	248	140	102	5	15	78	32	35	71	17	143	86	39	102	103	49	50	82	55
	11.9	11.3	13.0	9.3	8.8	10.8	9.5	12.6	15.3	16.7	11.7	11.7	9.1	12.4	12.7	13.3	9.0	11.5	15.2
NO ANSWER	584	341	221	19	46	199	77	72	154	31	339	207	88	220	266	123	150	181	100
	28.0	27.5	28.2	35.2	27.1	27.4	22.8	25.9	33.2	30.4	27.7	28.1	20.5	26.8	32.7	33.4	27.1	25.3	27.5

TABLE 39

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-WGN CHICAGO

		SATELLITE -OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	577	330	229	17	37	217	83	81	125	27	357	183	132	206	237	109	159	197	97
	27.7	26.6	29.2	31.5	21.8	29.9	24.6	29.1	26.9	26.5	29.1	24.9	30.8	25.1	29.2	29.6	28.8	27.6	26.7
YES,VIEWED DURING LAST 7 DAYS	493	306	181	6	40	172	87	72	98	27	267	195	122	205	162	73	143	188	68
	23.6	24.7	23.1	11.1	23.5	23.7	25.8	25.9	21.1	26.5	21.8	26.5	28.4	24.9	19.9	19.8	25.9	26.3	18.7
YES,VIEWED DURING LAST 30 DAYS	290	169	109	8	27	104	48	29	67	12	166	110	57	124	105	51	67	101	59
	13.9	13.6	13.9	14.8	15.9	14.3	14.2	10.4	14.4	11.8	13.6	14.9	13.3	15.1	12.9	13.9	12.1	14.1	16.3
NO ANSWER	726	435	264	23	66	232	119	96	174	36	435	248	118	287	309	135	184	229	139
	34.8	35.1	33.7	42.6	38.8	32.0	35.3	34.5	37.5	35.3	35.5	33.7	27.5	34.9	38.0	36.7	33.3	32.0	38.3

TABLE 40

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-USA NETWORK

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------				------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	428	252	170	6	41	153	74	54	75	22	240	161	102	175	148	78	124	143	73
	20.5	20.3	21.7	11.1	24.1	21.1	22.0	19.4	16.2	21.6	19.6	21.9	23.8	21.3	18.2	21.2	22.4	20.0	20.1
YES,VIEWED DURING LAST 7 DAYS	432	261	157	12	38	149	81	62	85	20	261	146	109	171	149	64	124	166	63
	20.7	21.0	20.1	22.2	22.4	20.6	24.0	22.3	18.3	19.6	21.3	19.8	25.4	20.8	18.3	17.4	22.4	23.2	17.4
YES,VIEWED DURING LAST 30 DAYS	269	159	104	5	21	95	39	35	66	14	159	92	68	106	93	41	63	113	41
	12.9	12.8	13.3	9.3	12.4	13.1	11.6	12.6	14.2	13.7	13.0	12.5	15.9	12.9	11.4	11.1	11.4	15.8	11.3
NO ANSWER	957	568	352	31	70	328	143	127	238	46	565	337	150	370	423	185	242	293	186
	45.9	45.8	45.0	57.4	41.2	45.2	42.4	45.7	51.3	45.1	46.1	45.8	35.0	45.0	52.0	50.3	43.8	41.0	51.2

TABLE 41

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-CBN
CHRISTIAN BROADCASTING NETWORK

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	214	124	80	9	16	58	41	40	49	10	124	75	49	74	87	52	59	69	23
	10.3	10.0	10.2	16.7	9.4	8.0	12.2	14.4	10.6	9.8	10.1	10.2	11.4	9.0	10.7	14.1	10.7	9.7	6.3
YES,VIEWED DURING LAST 7 DAYS	180	106	72	2	11	64	48	22	26	9	103	66	48	67	65	29	57	60	28
	8.6	8.5	9.2	3.7	6.5	8.8	14.2	7.9	5.6	8.8	8.4	9.0	11.2	8.2	8.0	7.9	10.3	8.4	7.7
YES,VIEWED DURING LAST 30 DAYS	192	124	62	4	15	77	34	24	39	11	108	71	44	71	76	31	57	73	24
	9.2	10.0	7.9	7.4	8.8	10.6	10.1	8.6	8.4	10.8	8.8	9.6	10.3	8.6	9.3	8.4	10.3	10.2	6.6
NO ANSWER	1500	886	569	39	128	526	214	192	350	72	890	524	288	610	585	256	380	513	288
	71.9	71.5	72.7	72.2	75.3	72.6	63.5	69.1	75.4	70.6	72.7	71.2	67.1	74.2	72.0	69.6	68.7	71.7	79.3

TABLE 42

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-ESPN

		SATELLITE STATIONS																	
		--OWNERSHIP---			---------REGION---------						---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	603	351	233	16	51	215	91	77	130	29	347	218	106	251	242	85	157	222	126
	28.9	28.3	29.8	29.6	30.0	29.7	27.0	27.7	28.0	28.4	28.3	29.6	24.7	30.5	29.8	23.1	28.4	31.0	34.7
YES,VIEWED DURING LAST 7 DAYS	425	244	174	7	27	147	71	50	111	17	260	144	96	162	165	67	112	163	72
	20.4	19.7	22.2	13.0	15.9	20.3	21.1	18.0	23.9	16.7	21.2	19.6	22.4	19.7	20.3	18.2	20.3	22.8	19.8
YES,VIEWED DURING LAST 30 DAYS	256	152	102	1	25	92	45	34	45	11	148	96	62	106	85	40	66	95	40
	12.3	12.3	13.0	1.9	14.7	12.7	13.4	12.2	9.7	10.8	12.1	13.0	14.5	12.9	10.5	10.9	11.9	13.3	11.0
NO ANSWER	802	493	274	30	67	271	130	117	178	45	470	278	165	303	321	176	218	235	125
	38.4	39.8	35.0	55.6	39.4	37.4	38.6	42.1	38.4	44.1	38.4	37.8	38.5	36.9	39.5	47.8	39.4	32.9	34.4

TABLE 43

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-HBO

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	1135	710	401	21	91	380	195	160	240	46	670	409	251	483	392	200	308	395	199
	54.4	57.3	51.2	38.9	53.5	52.4	57.9	57.6	51.7	45.1	54.7	55.6	58.5	58.8	48.2	54.3	55.7	55.2	54.8
YES,VIEWED DURING LAST 7 DAYS	559	330	211	16	44	206	92	69	124	31	317	204	127	214	215	80	158	201	94
	26.8	26.6	26.9	29.6	25.9	28.4	27.3	24.8	26.7	30.4	25.9	27.7	29.6	26.0	26.4	21.7	28.6	28.1	25.9
YES,VIEWED DURING LAST 30 DAYS	162	82	77	2	20	48	20	23	43	9	104	47	18	58	84	32	35	50	31
	7.8	6.6	9.8	3.7	11.8	6.6	5.9	8.3	9.3	8.8	8.5	6.4	4.2	7.1	10.3	8.7	6.3	7.0	8.5
NO ANSWER	230	118	94	15	15	91	30	26	57	16	134	76	33	67	122	56	52	69	39
	11.0	9.5	12.0	27.8	8.8	12.6	8.9	9.4	12.3	15.7	10.9	10.3	7.7	8.2	15.0	15.2	9.4	9.7	10.7

TABLE 44

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-CINEMAX

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		------AGE------			------INCOME-------				
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	1027	638	368	18	84	350	180	138	208	41	610	369	226	450	344	184	276	359	175
	49.2	51.5	47.0	33.3	49.4	48.3	53.4	49.6	44.8	40.2	49.8	50.1	52.7	54.7	42.3	50.0	49.9	50.2	48.2
YES,VIEWED DURING LAST 7 DAYS	572	335	222	12	46	199	91	74	140	35	326	202	135	227	204	85	154	205	102
	27.4	27.0	28.4	22.2	27.1	27.4	27.0	26.6	30.2	34.3	26.6	27.4	31.5	27.6	25.1	23.1	27.8	28.7	28.1
YES,VIEWED DURING LAST 30 DAYS	189	107	72	10	21	61	24	32	40	9	110	66	35	61	93	35	44	66	32
	9.1	8.6	9.2	18.5	12.4	8.4	7.1	11.5	8.6	8.8	9.0	9.0	8.2	7.4	11.4	9.5	8.0	9.2	8.8
NO ANSWER	298	160	121	14	19	115	42	34	76	17	179	99	33	84	172	64	79	85	54
	14.3	12.9	15.5	25.9	11.2	15.9	12.5	12.2	16.4	16.7	14.6	13.5	7.7	10.2	21.2	17.4	14.3	11.9	14.9

TABLE 45

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-SHOWTIME

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	966	574	369	20	72	345	168	130	200	35	559	369	224	428	308	169	272	332	160
	46.3	46.3	47.1	37.0	42.4	47.6	49.9	46.8	43.1	34.3	45.6	50.1	52.2	52.1	37.9	45.9	49.2	46.4	44.1
YES,VIEWED DURING LAST 7 DAYS	613	385	212	13	52	210	98	84	136	39	355	210	145	242	222	91	159	216	121
	29.4	31.0	27.1	24.1	30.6	29.0	29.1	30.2	29.3	38.2	29.0	28.5	33.8	29.4	27.3	24.7	28.8	30.2	33.3
YES,VIEWED DURING LAST 30 DAYS	190	98	84	7	26	54	27	25	49	12	115	59	33	58	97	39	41	67	29
	9.1	7.9	10.7	13.0	15.3	7.4	8.0	9.0	10.6	11.8	9.4	8.0	7.7	7.1	11.9	10.6	7.4	9.4	8.0
NO ANSWER	317	183	118	14	20	116	44	39	79	16	196	98	27	94	186	69	81	100	53
	15.2	14.8	15.1	25.9	11.8	16.0	13.1	14.0	17.0	15.7	16.0	13.3	6.3	11.4	22.9	18.7	14.6	14.0	14.6

TABLE 46

Q.36 AGREE/DISAGREE WITH STATEMENT
WHEN I BUY A NEW PRODUCT,I LIKE TO BUY AND USE THE NEWEST,MOST UP-TO-DATE PRODUCT DESIGN THAT IS ON THE MARKET

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	54	33	20	1	4	22	7	6	13	2	32	19	6	22	25	15	16	13	6
	2.6	2.7	2.6	1.9	2.4	3.0	2.1	2.2	2.8	2.0	2.6	2.6	1.4	2.7	3.1	4.1	2.9	1.8	1.7
DISAGREE SOMEWHAT	159	96	56	6	15	47	26	24	40	11	101	43	26	57	76	37	49	48	20
	7.6	7.7	7.2	11.1	8.8	6.5	7.7	8.6	8.6	10.8	8.2	5.8	6.1	6.9	9.3	10.1	8.9	6.7	5.5
NEITHER AGREE/DISAGREE	232	144	78	8	20	84	26	36	56	20	142	68	65	89	78	46	61	89	22
	11.1	11.6	10.0	14.8	11.8	11.6	7.7	12.9	12.1	19.6	11.6	9.2	15.2	10.8	9.6	12.5	11.0	12.4	6.1
AGREE SOMEWHAT	719	424	276	17	58	265	118	91	154	29	436	247	168	286	259	118	203	257	113
	34.5	34.2	35.2	31.5	34.1	36.6	35.0	32.7	33.2	28.4	35.6	33.6	39.2	34.8	31.9	32.1	36.7	35.9	31.1
AGREE STRONGLY	873	510	340	20	72	290	153	117	188	35	491	339	158	354	349	132	216	298	196
	41.9	41.1	43.4	37.0	42.4	40.0	45.4	42.1	40.5	34.3	40.1	46.1	36.8	43.1	42.9	35.9	39.1	41.7	54.0
NO ANSWER	49	33	13	2	1	17	7	4	13	5	23	20	6	14	26	20	8	10	6
	2.3	2.7	1.7	3.7	.6	2.3	2.1	1.4	2.8	4.9	1.9	2.7	1.4	1.7	3.2	5.4	1.4	1.4	1.7
MEAN	4.08	4.06	4.12	3.94	4.06	4.06	4.16	4.05	4.03	3.87	4.04	4.18	4.05	4.11	4.06	3.91	4.02	4.10	4.32
STD.DEV.	1.04	1.05	1.03	1.08	1.05	1.03	1.01	1.05	1.07	1.09	1.05	1.01	.95	1.03	1.10	1.15	1.06	.99	.94
STD.ERROR	.02	.03	.04	.15	.08	.04	.06	.06	.05	.11	.03	.04	.05	.04	.04	.06	.05	.04	.05

TABLE 47

Q.37 AGREE/DISAGREE WITH STATEMENT
I WILL GENERALLY PURCHASE AN ITEM
I WANT A LITTLE SOONER IF I CAN GET IT ON CREDIT

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	906	503	373	27	76	324	122	109	226	46	564	289	114	299	484	182	214	278	182
	43.4	40.6	47.6	50.0	44.7	44.7	36.2	39.2	48.7	45.1	46.0	39.3	26.6	36.4	59.5	49.5	38.7	38.9	50.1
DISAGREE SOMEWHAT	305	184	115	5	24	99	58	36	73	12	172	118	73	128	103	58	82	118	40
	14.6	14.8	14.7	9.3	14.1	13.7	17.2	12.9	15.7	11.8	14.0	16.0	17.0	15.6	12.7	15.8	14.8	16.5	11.0
NEITHER AGREE/DISAGREE	234	139	86	8	16	91	38	34	43	16	130	84	68	103	63	31	69	83	44
	11.2	11.2	11.0	14.8	9.4	12.6	11.3	12.2	9.3	15.7	10.6	11.4	15.9	12.5	7.7	8.4	12.5	11.6	12.1
AGREE SOMEWHAT	404	257	139	7	35	133	69	66	77	16	231	154	109	194	94	51	128	153	61
	19.4	20.7	17.8	13.0	20.6	18.3	20.5	23.7	16.6	15.7	18.9	20.9	25.4	23.6	11.6	13.9	23.1	21.4	16.8
AGREE STRONGLY	183	125	52	5	17	60	40	28	31	6	100	74	59	87	36	27	52	69	29
	8.8	10.1	6.6	9.3	10.0	8.3	11.9	10.1	6.7	5.9	8.2	10.1	13.8	10.6	4.4	7.3	9.4	9.7	8.0
NO ANSWER	54	32	18	2	2	18	10	5	14	6	28	17	6	11	33	19	8	14	7
	2.6	2.6	2.3	3.7	1.2	2.5	3.0	1.8	3.0	5.9	2.3	2.3	1.4	1.3	4.1	5.2	1.4	2.0	1.9
MEAN	2.34	2.43	2.19	2.19	2.36	2.30	2.53	2.52	2.14	2.21	2.27	2.45	2.83	2.56	1.84	2.09	2.49	2.45	2.20
STD.DEV.	1.43	1.46	1.38	1.43	1.47	1.42	1.47	1.47	1.37	1.35	1.42	1.45	1.43	1.45	1.25	1.37	1.44	1.44	1.42
STD.ERROR	.03	.04	.05	.20	.11	.05	.08	.09	.06	.14	.04	.05	.07	.05	.04	.07	.06	.05	.08

TABLE 48

Q.38 AGREE/DISAGREE WITH STATEMENT
ON DECISIONS I MAKE,I GENERALLY SEE MYSELF AS
TAKING RISKS RATHER THAN BEING TOO CONSERVATIVE

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	588	349	225	12	52	197	93	77	143	27	359	196	93	217	271	117	161	179	93
	28.2	28.1	28.7	22.2	30.6	27.2	27.6	27.7	30.8	26.5	29.3	26.6	21.7	26.4	33.3	31.8	29.1	25.0	25.6
DISAGREE SOMEWHAT	468	293	161	13	28	158	77	63	115	25	277	161	122	175	168	81	140	171	58
	22.4	23.6	20.6	24.1	16.5	21.8	22.8	22.7	24.8	24.5	22.6	21.9	28.4	21.3	20.7	22.0	25.3	23.9	16.0
NEITHER AGREE/DISAGREE	396	238	147	10	26	148	53	59	86	20	234	138	100	185	109	48	95	159	78
	19.0	19.2	18.8	18.5	15.3	20.4	15.7	21.2	18.5	19.6	19.1	18.7	23.3	22.5	13.4	13.0	17.2	22.2	21.5
AGREE SOMEWHAT	464	265	188	9	50	161	87	60	83	22	265	173	89	180	192	86	121	157	94
	22.2	21.4	24.0	16.7	29.4	22.2	25.8	21.6	17.9	21.6	21.6	23.5	20.7	21.9	23.6	23.4	21.9	22.0	25.9
AGREE STRONGLY	120	62	48	8	11	42	19	15	25	2	65	51	18	51	48	17	28	37	33
	5.8	5.0	6.1	14.8	6.5	5.8	5.6	5.4	5.4	2.0	5.3	6.9	4.2	6.2	5.9	4.6	5.1	5.2	9.1
NO ANSWER	50	33	14	2	3	19	8	4	12	6	25	17	7	14	25	19	8	12	7
	2.4	2.7	1.8	3.7	1.8	2.6	2.4	1.4	2.6	5.9	2.0	2.3	1.6	1.7	3.1	5.2	1.4	1.7	1.9
MEAN	2.54	2.50	2.57	2.77	2.64	2.57	2.58	2.54	2.41	2.45	2.50	2.61	2.57	2.60	2.46	2.44	2.48	2.58	2.76
STD.DEV.	1.28	1.26	1.30	1.38	1.36	1.27	1.30	1.26	1.25	1.18	1.27	1.30	1.17	1.27	1.34	1.30	1.26	1.23	1.34
STD.ERROR	.03	.04	.05	.19	.11	.05	.07	.08	.06	.12	.04	.05	.06	.04	.05	.07	.05	.05	.07

TABLE 49

Q.39 AGREE/DISAGREE WITH STATEMENT
WHEN I GO SHOPPING I USUALLY MAKE MORE PURCHASES THAN I HAD PLANNED

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	649	400	229	17	57	218	105	92	151	32	385	222	129	241	272	129	164	224	106
	31.1	32.3	29.2	31.5	33.5	30.1	31.2	33.1	32.5	31.4	31.4	30.2	30.1	29.3	33.5	35.1	29.7	31.3	29.2
DISAGREE SOMEWHAT	463	271	181	9	32	167	72	64	100	25	276	159	93	189	180	74	121	169	81
	22.2	21.9	23.1	16.7	18.8	23.0	21.4	23.0	21.6	24.5	22.5	21.6	21.7	23.0	22.1	20.1	21.9	23.6	22.3
NEITHER AGREE/DISAGREE	317	183	123	10	28	125	48	39	64	12	190	110	83	143	88	38	94	107	65
	15.2	14.8	15.7	18.5	16.5	17.2	14.2	14.0	13.8	11.8	15.5	14.9	19.3	17.4	10.8	10.3	17.0	15.0	17.9
AGREE SOMEWHAT	449	266	170	11	42	139	76	60	102	27	265	155	78	168	197	81	118	149	82
	21.5	21.5	21.7	20.4	24.7	19.2	22.6	21.6	22.0	26.5	21.6	21.1	18.2	20.4	24.2	22.0	21.3	20.8	22.6
AGREE STRONGLY	161	90	66	5	10	57	26	18	38	2	84	74	39	68	52	31	47	53	23
	7.7	7.3	8.4	9.3	5.9	7.9	7.7	6.5	8.2	2.0	6.9	10.1	9.1	8.3	6.4	8.4	8.5	7.4	6.3
NO ANSWER	47	30	14	2	1	19	10	5	9	4	25	16	7	13	24	15	9	13	6
	2.3	2.4	1.8	3.7	.6	2.6	3.0	1.8	1.9	3.9	2.0	2.2	1.6	1.6	3.0	4.1	1.6	1.8	1.7
MEAN	2.51	2.48	2.56	2.58	2.50	2.50	2.53	2.44	2.51	2.41	2.49	2.58	2.54	2.55	2.46	2.46	2.56	2.48	2.54
STD.DEV.	1.34	1.34	1.34	1.38	1.33	1.32	1.35	1.33	1.36	1.25	1.32	1.38	1.34	1.33	1.35	1.40	1.34	1.33	1.30
STD.ERROR	.03	.04	.05	.19	.10	.05	.07	.08	.06	.13	.04	.05	.07	.05	.05	.07	.06	.05	.07

TABLE 50

Q.40 AGREE/DISAGREE WITH STATEMENT
I FREQUENTLY REQUEST INFORMATION OR BUY PRODUCTS
THROUGH DIRECT MAIL OR 800 NUMBERS (TOLL FREE)

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	866	564	283	16	72	309	129	119	193	40	535	285	183	321	355	182	235	283	129
	41.5	45.5	36.1	29.6	42.4	42.6	38.3	42.8	41.6	39.2	43.7	38.7	42.7	39.1	43.7	49.5	42.5	39.6	35.5
DISAGREE SOMEWHAT	376	226	140	9	32	131	66	50	76	19	229	125	81	161	131	59	105	130	62
	18.0	18.2	17.9	16.7	18.8	18.1	19.6	18.0	16.4	18.6	18.7	17.0	18.9	19.6	16.1	16.0	19.0	18.2	17.1
NEITHER AGREE/DISAGREE	245	133	100	10	20	77	41	38	59	12	128	102	53	112	80	35	66	87	49
	11.7	10.7	12.8	18.5	11.8	10.6	12.2	13.7	12.7	11.8	10.4	13.9	12.4	13.6	9.8	9.5	11.9	12.2	13.5
AGREE SOMEWHAT	364	198	158	8	28	130	59	43	84	16	200	142	64	135	158	49	101	134	69
	17.4	16.0	20.2	14.8	16.5	17.9	17.5	15.5	18.1	15.7	16.3	19.3	14.9	16.4	19.4	13.3	18.3	18.7	19.0
AGREE STRONGLY	182	87	85	8	14	59	32	24	41	9	104	65	41	80	59	20	39	69	49
	8.7	7.0	10.9	14.8	8.2	8.1	9.5	8.6	8.8	8.8	8.5	8.8	9.6	9.7	7.3	5.4	7.1	9.7	13.5
NO ANSWER	53	32	17	3	4	19	10	4	11	6	29	17	7	13	30	23	7	12	5
	2.5	2.6	2.2	5.6	2.4	2.6	3.0	1.4	2.4	5.9	2.4	2.3	1.6	1.6	3.7	6.2	1.3	1.7	1.4
MEAN	2.32	2.19	2.51	2.67	2.28	2.29	2.39	2.28	2.35	2.32	2.26	2.41	2.29	2.37	2.28	2.03	2.27	2.40	2.57
STD.DEV.	1.40	1.36	1.44	1.45	1.38	1.40	1.40	1.38	1.41	1.40	1.39	1.40	1.40	1.40	1.40	1.31	1.36	1.42	1.47
STD.ERROR	.03	.04	.05	.20	.11	.05	.08	.08	.07	.14	.04	.05	.07	.05	.05	.07	.06	.05	.08

TABLE 51

Q.41 AGREE/DISAGREE WITH STATEMENT
I GENERALLY TEND TO BUY THINGS BASED ON THE LOWEST PRICE

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	470	270	182	14	37	152	96	48	109	20	283	165	69	173	221	87	107	154	100
	22.5	21.8	23.2	25.9	21.8	21.0	28.5	17.3	23.5	19.6	23.1	22.4	16.1	21.0	27.2	23.6	19.3	21.5	27.5
DISAGREE SOMEWHAT	482	272	201	9	44	170	78	64	94	22	290	167	113	182	184	69	138	163	95
	23.1	21.9	25.7	16.7	25.9	23.4	23.1	23.0	20.3	21.6	23.7	22.7	26.3	22.1	22.6	18.7	25.0	22.8	26.2
NEITHER AGREE/DISAGREE	424	254	156	13	33	155	64	64	93	20	250	147	109	189	125	61	112	167	67
	20.3	20.5	19.9	24.1	19.4	21.4	19.0	23.0	20.0	19.6	20.4	20.0	25.4	23.0	15.4	16.6	20.3	23.4	18.5
AGREE SOMEWHAT	438	272	153	11	35	153	57	64	108	22	258	153	93	165	176	82	132	144	64
	21.0	21.9	19.5	20.4	20.6	21.1	16.9	23.0	23.3	21.6	21.1	20.8	21.7	20.1	21.6	22.3	23.9	20.1	17.6
AGREE STRONGLY	217	136	75	5	17	76	30	33	48	13	119	81	38	98	78	50	56	75	27
	10.4	11.0	9.6	9.3	10.0	10.5	8.9	11.9	10.3	12.7	9.7	11.0	8.9	11.9	9.6	13.6	10.1	10.5	7.4
NO ANSWER	55	36	16	2	4	19	12	5	12	5	25	23	7	15	29	19	8	12	10
	2.6	2.9	2.0	3.7	2.4	2.6	3.6	1.8	2.6	4.9	2.0	3.1	1.6	1.8	3.6	5.2	1.4	1.7	2.8
MEAN	2.73	2.78	2.66	2.69	2.70	2.76	2.53	2.89	2.76	2.86	2.70	2.74	2.81	2.79	2.62	2.83	2.80	2.75	2.50
STD.DEV.	1.32	1.32	1.30	1.32	1.30	1.30	1.32	1.28	1.33	1.34	1.31	1.33	1.21	1.32	1.36	1.40	1.29	1.29	1.28
STD.ERROR	.03	.04	.05	.18	.10	.05	.07	.08	.06	.14	.04	.05	.06	.05	.05	.08	.06	.05	.07

TABLE 52

Q.42 AGREE/DISAGREE WITH STATEMENT
I GENERALLY CONSULT CURRENT PUBLICATIONS AND LITERATURE
BEFORE PURCHASING ELECTRONICS PRODUCTS OR SERVICES.THIS
INSURES THAT I PURCHASE THE MOST ADVANCED AVAILABLE

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	125	77	44	3	15	45	17	15	26	7	76	41	24	42	58	33	23	42	19
	6.0	6.2	5.6	5.6	8.8	6.2	5.0	5.4	5.6	6.9	6.2	5.6	5.6	5.1	7.1	9.0	4.2	5.9	5.2
DISAGREE SOMEWHAT	216	131	83	2	17	85	26	31	49	12	122	79	38	88	89	46	61	63	38
	10.4	10.6	10.6	3.7	10.0	11.7	7.7	11.2	10.6	11.8	10.0	10.7	8.9	10.7	10.9	12.5	11.0	8.8	10.5
NEITHER AGREE/DISAGREE	291	193	91	6	17	109	46	45	57	14	179	97	77	125	88	51	86	95	45
	14.0	15.6	11.6	11.1	10.0	15.0	13.6	16.2	12.3	13.7	14.6	13.2	17.9	15.2	10.8	13.9	15.6	13.3	12.4
AGREE SOMEWHAT	711	420	276	13	68	252	115	87	161	32	429	244	145	289	272	113	192	260	120
	34.1	33.9	35.2	24.1	40.0	34.8	34.1	31.3	34.7	31.4	35.0	33.2	33.8	35.2	33.5	30.7	34.7	36.4	33.1
AGREE STRONGLY	673	376	267	26	49	210	121	94	155	32	381	253	138	262	263	102	178	237	133
	32.3	30.3	34.1	48.1	28.8	29.0	35.9	33.8	33.4	31.4	31.1	34.4	32.2	31.9	32.3	27.7	32.2	33.1	36.6
NO ANSWER	70	43	22	4	4	24	12	6	16	5	38	22	7	16	43	23	13	18	8
	3.4	3.5	2.8	7.4	2.4	3.3	3.6	2.2	3.4	4.9	3.1	3.0	1.6	1.9	5.3	6.2	2.4	2.5	2.2
MEAN	3.79	3.74	3.84	4.14	3.72	3.71	3.91	3.79	3.83	3.72	3.77	3.82	3.79	3.80	3.77	3.59	3.82	3.84	3.87
STD.DEV.	1.19	1.19	1.18	1.15	1.24	1.20	1.14	1.19	1.18	1.24	1.19	1.19	1.16	1.16	1.24	1.29	1.14	1.16	1.18
STD.ERROR	.03	.03	.04	.16	.10	.05	.06	.07	.06	.13	.03	.04	.06	.04	.04	.07	.05	.04	.06

TABLE 53

Q.43 AGREE/DISAGREE WITH STATEMENT
WHEN MAKING MAJOR PURCHASES I GENERALLY COMPARE PRICES

		SATELLITE --OWNERSHIP---			--------REGION--------					STATIONS ---RECEIVE----		----AGE-----			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	50	26	19	3	9	9	10	5	13	4	21	23	5	17	27	16	12	11	7
	2.4	2.1	2.4	5.6	5.3	1.2	3.0	1.8	2.8	3.9	1.7	3.1	1.2	2.1	3.3	4.3	2.2	1.5	1.9
DISAGREE SOMEWHAT	57	37	20		5	15	8	10	11	2	34	19	10	23	23	14	16	18	8
	2.7	3.0	2.6		2.9	2.1	2.4	3.6	2.4	2.0	2.8	2.6	2.3	2.8	2.8	3.8	2.9	2.5	2.2
NEITHER AGREE/DISAGREE	85	54	30	1	9	32	11	10	21	3	45	37	13	39	32	14	15	31	21
	4.1	4.4	3.8	1.9	5.3	4.4	3.3	3.6	4.5	2.9	3.7	5.0	3.0	4.7	3.9	3.8	2.7	4.3	5.8
AGREE SOMEWHAT	552	313	224	15	52	184	84	75	125	25	333	186	110	206	234	107	125	181	123
	26.5	25.2	28.6	27.8	30.6	25.4	24.9	27.0	26.9	24.5	27.2	25.3	25.6	25.1	28.8	29.1	22.6	25.3	33.9
AGREE STRONGLY	1309	788	482	33	94	473	218,	175	287	65	774	460	285	527	483	205	379	467	200
	62.8	63.5	61.6	61.1	55.3	65.2	64.7	62.9	61.9	63.7	63.2	62.5	66.4	64.1	59.4	55.7	68.5	65.3	55.1
NO ANSWER	33	22	8	2	1	12	6	3	7	3	18	11	6	10	14	12	6	7	4
	1.6	1.8	1.0	3.7	.6	1.7	1.8	1.1	1.5	2.9	1.5	1.5	1.4	1.2	1.7	3.3	1.1	1.0	1.1
MEAN	4.47	4.48	4.46	4.44	4.28	4.54	4.49	4.47	4.45	4.46	4.50	4.44	4.56	4.48	4.41	4.32	4.54	4.52	4.40
STD.DEV.	.89	.88	.88	.99	1.06	.78	.91	.87	.91	.96	.84	.94	.77	.88	.95	1.04	.86	.82	.85
STD.ERROR	.02	.03	.03	.14	.08	.03	.05	.05	.04	.10	.02	.03	.04	.03	.03	.05	.04	.03	.04

TABLE 58

COMPANY

		SATELLITE --OWNERSHIP---			---------REGION---------					STATIONS ---RECEIVE----		-----AGE------			------INCOME-------			
	TOTL	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDR $12M $17M	$18M $29M	$30M $49M	$50M OR MORE
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PARACLIPSE	739	353	353	29	46	170	67	79	325	49	459	221	121	288	321	135	202	234	141
	35.4	28.5	45.1	53.7	27.1	23.4	19.9	28.4	70.0	48.0	37.5	30.0	28.2	35.0	39.5	36.7	36.5	32.7	38.8
INTERSAT	463	299	151	11	67	205	101	60	13	18	252	185	100	193	167	72	130	161	74
	22.2	24.1	19.3	20.4	39.4	28.3	30.0	21.6	2.8	17.6	20.6	25.1	23.3	23.5	20.5	19.6	23.5	22.5	20.4
AUTOMATION TECHNIQUE	470	396	69	4	44	193	102	102	12	16	272	179	131	192	142	100	134	175	48
	22.5	31.9	8.8	7.4	25.9	26.6	30.3	36.7	2.6	15.7	22.2	24.3	30.5	23.4	17.5	27.2	24.2	24.5	13.2
UNITED SATELLITE SYSTEMS	414	192	210	10	13	157	67	37	114	19	242	151	77	149	183	61	87	145	100
	19.8	15.5	26.8	18.5	7.6	21.7	19.9	13.3	24.6	18.6	19.8	20.5	17.9	18.1	22.5	16.6	15.7	20.3	27.5